Networking Luncheon

Lisa D’Ambrosio-Irons, Chairman
John Marshall Bank
January 16, 2018
Announcements – Lisa - 11:45

Connect with Us!

• LinkedIn
• Facebook
  – Falls Church Chamber Page
    • Like it
    • Review the Chamber
  – FC Members Forum Group
    • Join it
    • Post questions, comments, event information

Turn off volume!

FC Chamber Networking
Luncheon, January 16, 2018
2018 Annual Sponsors

Available Now! Visit our website for more info or contact Sally@FallsChurchChamber.org

http://www.fallschurchchamber.org/2015-sponsorship-opportunities
Thank You

• Bill Madden, Frank Mitolo, and the Mad Fox Team

• Brenda Schrier of Brenda Schrier Photography

• Galleria Florist

FC Chamber Networking Luncheon,
January 16, 2018
Upcoming Events

Networking Mixer & Mardi Gras Party

• Sponsored by Tori McKinney &

• Tues, January 30 (5th Tues) – 5:30 – 7 pm

• Café Kindred

• Featuring live music by Magnolia Lite Edition and Mardi Gras fare!
Upcoming Events

What is so cool, its hot?

• The Chamber’s Annual Awards Gala, Fire & Ice!
• March 10, 2018
• Fairview Park Marriott
• Mark your calendars – details coming soon!

FC Chamber Networking Luncheon, January 16, 2018
Self Introductions
Speaker Introduction

Rachel Adler

• Rachel A. Adler
  – a certified social media and public affairs strategist with vast experience in managing external public relations, new media, and media agencies.
  – the Social Media Business Development Manager for Fairfax County Economic Development Authority
Speaker Introduction

– Executive Director for Social Media Week Fairfax

– Previous experience includes working with:
  • Governor Andrew M. Cuomo at Empire State Development,
  • New York State’s economic development agency
  • American Public University System

– Serves on several boards including:
  • Greater McLean Chamber
  • Medical Care for Children Partnership Foundation
Speaker Introduction

• LinkedIn is no longer just for job hunting!
• Rachel will discuss
  – LinkedIn’s recent enhancements that are making it a powerhouse in the Business to Business community in 2018.
  – LinkedIn business trends to watch for in 2018 and how to use it best for your business and your personal network.
For Business Development

By: Rachel A. Adler
Executive Director of SMWFairfax &
Business Development Manager, Digital Media, Fairfax County Economic Development Authority
LinkedIn for Business Development

Join us for this insightful, informative presentation to help make the most of LinkedIn and maximize your social marketing efforts!

Tuesday, January 16
11:30 am - 1:15 pm
Mad Fox Brewing Company
444 E. Broad Street, Falls Church

Tickets with advanced registration are $27 for members, $32 for nonmembers. An additional $5 is charged for walk-ins.

RSVP at
www.FallsChurchChamber.org
703-532-1050
info@FallsChurchChamber.org
How to Engage:

Got a question?

Please feel free to interrupt & ask questions.

Please use your mobile device & personal computers.

Tweet the question to me @RachelA_Adler of using the Hashtag #LinkedInLunchFC

Twitter:

@FairfaxEDA & @FairfaxEDA_NM

@SMWFairfax

LinkedIn:

https://www.linkedin.com/company/fairfax-county-economic-development-authority
FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

How We Can Help

CEO
- Tour Fairfax County and potential site locations, meet with local executives.
- Provide detailed information on industry sectors, market conditions, business community.
- Develop opportunities for corporate and executive visibility.
  - Make introductions to potential partners and customers.
  - Offer contacts with professional service providers.

CFO / VP, Facilities
- Provide tax and business cost data comparisons.
- Explore Virginia incentives for investment.
- Provide introductions to possible investors.
- Identify and visit potential site locations.
  - Make introductions to county zoning and permitting officials and state regulators.
  - Identify transportation and technology infrastructure.

VP, Marketing and Business Development
- Develop contacts in business community.
- Make introductions to chambers of commerce, trade and professional associations.
- Brainstorm media and public relations opportunities.
  - Identify potential brand awareness and speaking opportunities.
  - Liaise with Virginia, U.S. officials on marketing and sales opportunities.

VP, Human Resources
- Explore Virginia incentives for job creation and training.
- Identify resources for executive and staff recruitment.
- Build workforce relationships with institutions of higher learning and school systems.
- Make connections with local organizations.
  - Provide information for relocating employees.

All services are free and confidential.

info@fecda.org  www.fairfaxcountyedas.org

THE POWER OF IDEAS
“If you’re not on LinkedIn, you might as well not exist in this world. Everybody needs to be on LinkedIn.” – Guy Kawasaki
LinkedIn Stats

Total Number of Linkedin Users: 500 million
Last updated: 1/1/18

Total Number of Monthly Active Linkedin Users: 250 million
Last updated: 1/1/18

Total Number of Linkedin Users from US: 133 million
Last updated: 10/24/17

Percentage of users that use Linkedin Daily: 40%
Last updated: 10/24/17

Number of New Linkedin New Members per Second: 2
LinkedIn is the Place for PROS

- According to survey, 92% of B2B marketers use LinkedIn as a major part of their content marketing strategy. The platform is currently the leading network for professionals, and is the most commonly used channel for distributing content of those in this field.

**LinkedIn Leads the Pack**

**TOP IN LEAD GENERATION...BY A LONG SHOT**

- LinkedIn: 59%
- Twitter: 28%
- Facebook: 24%

80% of leads sourced through social media for B2B marketers come from LinkedIn.

92% of B2B Marketers leverage LinkedIn over all other social platforms.
Fun Facts

- 41% of millionaires use LinkedIn.
- LinkedIn now has 3 million active job listings on the platform.
- 1 million professionals have published posts on LinkedIn.
- An average user spends 17 minutes monthly on LinkedIn.
- Motivated was the most overused word on LinkedIn in 2014.
- Statistical Analysis and Data Mining are Top skills on LinkedIn.
- 59% of LinkedIn members have never worked at a company with more than 200 employees.
- There are 5.5 million accountants on LinkedIn.
- There have been 1 billion endorsements on LinkedIn.
- The average CEO has 930 connections.
- The most overused profile word continues to be “Motivated” – which also topped 2014 and 2015.
LinkedIn Demographics

- 70% of LinkedIn users are from Outside of Us.
- 40 million students and recent college graduates on LinkedIn.
- There are 57% of male users and 44% female users on LinkedIn.
- After US, India, Brazil, Great Britain and Canada has the highest number of LinkedIn users.
- 13% of Millennials (15-34 Years old) use LinkedIn.
- 28% of All Internet male users use LinkedIn, whereas 27% of All Internet Female users use LinkedIn.
- 44% of LinkedIn users earn more than $75,000 in a year.
- There are over 39 million students and recent grads on LinkedIn.
Getting Started:
How to design the perfect LinkedIn Profile that reflects your personal brand & your business.
LinkedIn Tips for Professional, Networking & Business Marketing

- Customize your public profile URL.
- Add a LinkedIn background photo to your personal profile.
- Add a ProFinder Badge to your profile.
- Take advantage of the blog/website links on your LinkedIn profile.
- Search engine optimize your LinkedIn profile.
- Add, remove, and rearrange entire sections of your profile.
- Take advantage of Saved Searches.
- Find a job through via LinkedIn's job postings.
- Get endorsed for your skills.
- Use Open Profile to send messages to people you're not connected to.
- Check your Network Updates (or share your own).
- Be identifiable.
- Check out who's viewed your LinkedIn profile.
- Export connections.
- Easily find new connections -- or connect with old ones!
- Leverage the perks of LinkedIn Groups.
- Share your LinkedIn status updates on Twitter.
- Leverage @mentions in your status updates.
- Optimize your LinkedIn Company Page.
- Create targeted LinkedIn Showcase Pages.
- Post Company Status Updates (and target them!).
- Check out LinkedIn's Content Marketing Score & Trending Content resources.
- Experiment with LinkedIn Ads and Sponsored Updates.
- Create your own industry LinkedIn Group, and join other relevant groups.
- Email your LinkedIn Group.
- Experiment with publishing content on LinkedIn's publishing platform.
- Recruit new talent via LinkedIn Jobs.
- Add the Company Follow and LinkedIn share buttons to your website/content.
- Analyze your LinkedIn marketing performance with the Analytics tab on your Company Page.
NOTIFICATIONS (**NOTE: When Editing**)  

Please turn off your notifications or for your edits until you’re ready to launch...or your connections will be notified about every little change you make and that gets annoying!

The box is located on the right side of the page next to your summary.

Notify your network?
No, do not publish an update to my network about my profile changes.
How to Boost Your Business By Customizing Your Profile
Complete Your Profile

- Professional photo
- Descriptive headline
- Experience, education, certifications
- Organizations, volunteer work
- Publications (articles, videos, photography)
Images & Sizing

- LinkedIn Standard Logo dimensions:
  - 100 x 60 px
- LinkedIn Square Logo dimensions:
  - 150 x 50 px
- LinkedIn Career Cover Photo dimensions:
  - 974 x 300 px
- LinkedIn Banner Image dimensions:
  - 646 x 220 px

Before You Post, Ask Yourself...

- Is it valuable?
- Does it fit with my personal brand?
- Did I include source attribution?

Your ability to market your talents, accomplishments and value inside your organization and within your profession, industry and community are a key part of enhancing your brand.
Samples of Status Updates
Anatomy of an Effective LinkedIn Update

**Address** your audience directly, ask them questions

**Be Concise:** Keep your intro to 140 characters

**Strong Visuals:** Attention grabbing images such as recognized leaders, interesting infographics

**Type of content:** Snackable content, Lists, valuable industry insights

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**BBVA Compass**

Seeking entrepreneurial inspiration? Being successful frequently involves a series of missteps and mistakes before finally nailing the right idea or business. From Mark Cuban to Dane Atkinson, 12 successful entrepreneurs share the best advice they ever got.

http://ow.ly/s8vU0

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**12 Successful Entrepreneurs Share the Best Advice They Ever Got | Slideshow**

ow.ly · Mark Cuban, Tim Ferris, Jon Taffer and more share their best words of encouragement and guidance.
Make Connection & Find News

- Join groups based on your...
  - Area
  - Industry
  - Interests
- Start and join discussions
- Use Pulse to find news
  - Comment
  - Share with your network
Make Connections

- Join groups based on...
  - Area
  - Industry
  - Interests
- Start & join discussions
- Use Pulse/Newsfeed to find news
  - Comment
  - Share with your network
Connect with Your NETWORK

- LinkedIn makes it easy to stay connected with colleagues, associates and friends.
- It is just a click!
Listening On LinkedIn

Listening is the most important tool on social media. Before you can know what to say on any social media platform, you need to know what your customers/prospects want to hear.

So listen up to hear what people are saying about your brand or product.
How to Search on LinkedIn

Utilizing Listening about You & Your Brand

• Head to Profile at the top of your screen, click POST
• Search your company name
• Click Posts and listen
• You can also sort your updates and segment them by type by choosing the All Updates dropdown menu!
LinkedIn Publishing

This is more than just regular posting, this is the kind of publishing that can help you establish yourself as a thought leader and an expert in your industry.

The Fast Five Step to Publishing
1. Think of a great headline
2. Find/Take a compelling photo
3. Write a concise post
4. Include strong calls to action at the bottom of your post
5. Share across different social media channels
LinkedIn Publishing (i.e. Blog/Original Content)

- Way for members to contribute professional insight
- Long-form content becomes part of your profile
- **HOW TO GUIDE TO PUBLISHING**
- Searchable on/off LinkedIn
- Added to Pulse (if content is relevant)
  - Read more: [Writing tips](#)
The Fairfax County Economic Development Authority (FCEDA, www.FairfaxCountyEDA.org) promotes Fairfax County, Virginia, as a business and technology center. Fairfax County is the heart of the northern Virginia and Washington, D.C., business and technology community.

Recent Updates

Fairfax County Economic Development Authority Tysons Corner-based Haystax Technology is again part of the security detail at the Super Bowl. https://ticed.com/vmsCkP

At Super Bowl 50, fan safety starts with super-snoopy tech
cnet.com The big game and all its festivities get sweeping protection, from bomb-destroying robots to software that crunches social media looking for threats.

Like (3) · Comment · Share · 3 days ago

by Len Capelli, M. Stephen Brown and Chuck Henry
Company Updates Best Practices

Include a visual

Keep it short & sweet

Snackable stats work wonders

Variety is the spice of life

Generate awareness

Build thought leadership

Generate leads
Test and optimize your reach to the right audience with the right message.

Xerox: Look, Mom, no hands! In 7 years, your car may be driving you to work. [http://xerox.bz/1q0AZDo](http://xerox.bz/1q0AZDo)

5 Ways That Self-Driving Cars Will Change Everything — Yes, Every....

xerox.bz: The concept of "distracted driving" will likely disappear when there is no reason to pay attention to where you are going until the vehicle notifies you that "DING, you have arrived at your destination."

Xerox: Self-driving cars will change everything. Yes, everything. [http://xerox.bz/1q0AZDo](http://xerox.bz/1q0AZDo)

5 Ways That Self-Driving Cars Will Change Everything — Yes, Every....

xerox.bz: Self-driving cars will change our roles, our jobs, and our markets.
80/20 Rule

Post 4 updates that benefit your followers for every 1 update that promotes your organization

Source: LinkedIn, 2013
For instance, when it comes to building engagement and trust through status updates, LinkedIn recommends following the 80/20 rule: four updates for the benefit of your followers for every update promoting your company. This guarantees a well-balanced stream of rich, insightful content.

It's also worth noting that, on average, companies that post 20 times per month reach at least 60% of their unique audience. Adhering to a consistent posting schedule can lead to increased engagement from your followers. That doesn’t mean you should post without rhyme or reason.
Company Page – Status TIPS

- Posts with a link drive twice the engagement as posts without.
- Images on average result in a 98% higher comment rate.
- Links to YouTube videos that play directly in the LinkedIn feed typically result in a 75% higher share rate.
- According to LinkedIn, the **best time** to post is weekdays during business hours. Tuesdays, Wednesdays and Thursdays appear to be more ideal than Mondays and Fridays.
1. Keep Conversions in Mind
2. Know When and What to Post
3. Tell People About Your Page
4. Empower Your Employees to Participate
5. Keep an Eye on Your Analytics
Automate – But be HUMAN

- You have better things to do than execute the same repetitive tasks over and over again. When it comes to social media marketing, automation is everything.

- Here’s a short list of some of the tasks you can automate now and no longer waste your time on:
  - Following people back when they follow you
  - Retweeting interesting messages on Twitter
  - Mentioning other users in your messages
  - Responding to direct messages
  - Automating posts from another expert’s website
  - Posting to LinkedIn, Twitter, or Facebook from another network
Other Tools: CANVA

- Utilize Canva
  - Canva makes design simple for everyone.
  - Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so on.
LinkedIn 2018 Trends

- Microsoft integrates LinkedIn with Word to help you write a resume

- Video
- Content
- Improved Algorithm
- Advanced Career Tools
- Further Integration with Microsoft Apps

09:48:00
MINUTES PER DAY THAT
THE AVERAGE USER SPENDS
ON LINKEDIN

SOURCE: COWEN AND COMPANY, 2014
LinkedIn Checklist 2018

- **Photo:** Professional, high quality
- **Headline:** Tell people what you’re excited about now & what you want to do in the future.
- **Vanity URL:** Make yourself easy to find.
- **Summary:** A few short paragraphs of what motivates you, what you’re skilled at, and what’s next.
- **Experience:** Jobs you held and accomplishments at each. Include photos, write ups, or videos.
- **Recommendations:** Ask managers, peers, or co-workers to write a recommendation. This gives authority to your strengths and skills.
- **Education:** List all of your educational experiences, including summer programs.
  - Courses can show skills & interests you’re most excited about
- **Volunteer Experience & Causes**
- **Skills & Expertise:** Add 5+ skills you want to be endorsed for.
- **Honors & Awards:** Don’t be shy to brag about your accomplishments.
- **Projects:** Showcase digital campaigns or projects.
- **Interests:** Add anything else about yourself; helps with search!
- **Organize** sections
Connect with 10 new people each week. Send them a personal message asking to connect.

- By doing so, you are communicating with them as an individual and laying the foundation for future contacts. You are starting to build the relationship. Now get to know them. Ask what she or he does. Ask them who you can connect them to within your network. Ask how you can help them. By approaching a new connection this way, you are establishing a connection and adding value. Thereby, building trust and a solid relationship that will help to grow your business.

- Send 5-7 new messages each week to people you have connections with.

- This does not have to be lengthy or in-depth. The message can be as simple as, “Hey there, it’s been a while since we last talked. What are you up to?” This is beneficial for 2 reasons: 1) You’re starting communication. 2) You’re front of mind again. By contacting 7 people in your network each day, you quickly get to know everyone in your network so you’re better able to connect people within your network and know who can help when and where. Over time, you will continue to build the relationship with your connections by maintaining regular contact.

- Post or share an update at least once/week
- Leave and request a recommendation from colleague/manager
- Keep it about them! We all know what it’s like to get a new connection, only to be followed by a lengthy sales pitch the following day.

- LinkedIn is not the appropriate platform for this. When you are good at what you do, AND you have good relationships with the people in your network, then you won’t have to tell people what you do. They will ask you and they will be happy to help you.

Dedicate 15 minutes each week to your LinkedIn Network
LinkedIn 2018 Homework

General Requirements:
You have over 100 connections.
You have a professional photo.
Your profile has a keyword strategy in place.
You have a unique LinkedIn Profile [URL](#) in place.

Networking:
You are a member of at least 25 groups.
You post relevant articles and tips on your profile at least once per week.
You follow at least five companies you are interested in.
You message at least one person you know and at least one person you don’t know on LinkedIn each week.
Every month you introduce two new people in your network.
Comment on a post in at least one group once per week.
LinkedIn 2018 Homework

**Experience:**
You have two pieces of media such as relevant videos, images, presentations or articles quoting you in your experience section.
Your experience includes results, numbers, and accomplishments (Challenge, Actions, and Results) in your experience section.

**Social Proof:**
You have at least three recommendations.
You have been endorsed at least 15 times.

**Headline:**
You have a benefit-oriented headline that grabs attention.

**Summary:**
Your summary includes an overview of your skills, talents, and how you can add value to a company.
Your summary includes previously quantified results at other companies, with numbers whenever possible.
Your summary includes how you can be reached. You have one piece of media in your summary.
"IF YOU MAXIMIZE YOUR LINKEDIN PROFILE, YOU MAY NOT BE LOOKING FOR YOUR NEXT JOB. IT COULD COME FIND YOU." - Suzy Welch, bestselling leadership author and CNBC contributor
Want to Learn More?

Lynda.com (http://www.lynda.com/)

SkillShare (https://www.skillshare.com/)

Coursera (https://www.coursera.org/)

Slideshare (http://slideshare.com/)

Help your #marketing get more from #LinkedIn in 2017:
Need Help with Your Digital Media?

- Check out to see if your local chamber or economic development agencies can assist with business development.
- Websites to check out to hire a freelancer:
  - Thumbtack
  - PeoplePerHour
  - Hootesuite Social Media Consultant Directory
Connect With Me

http://www.slideshare.net/Radler27
http://rachelannaadler.tumblr.com/
https://about.me/radler
Sources:

- http://www.entrepreneur.com/article/269950
- Creating A Killer LinkedIn Profile: Tips From Link Humans [INFOGRAPHIC]
  http://blog.linkedin.com/2014/07/01/creating-a-killer-linkedin-profile-tips-from-link-humans via @LinkedIn
- LEARN MORE. Visit marketing.linkedin.com to download the Sophisticated Marketer’s guide to LinkedIn.
- Microsoft integrates LinkedIn with Word to help you write a resume
- https://www.omnicoreagency.com/linkedin-statistics/
- https://sproutsocial.com/insights/how-to-use-linkedin-for-business/
- https://www.officetimeline.com/blog/linkedin-evolution-timeline
LinkedIn Take Away

LINKEDIN BY THE NUMBERS:

- LinkedIn is the #1 channel to distribute content
  - 91% of B2B marketers who use various social media sites to distribute content
- LinkedIn drives more traffic to B2B blogs & sites
  - 90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn

LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

- Among top performing organizations, 93% of B2B marketers who rated the Social Media Site on effectiveness in generating leads

LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

- 90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn

- 40% of B2B buyers say LinkedIn is important when researching technologies and services to purchase (Source)
- 91% B2B marketers use primarily LinkedIn but only 62% say it is effective. (source) – *a LOT of them have NO clue on how to make LinkedIn work for themselves, let alone their clients –End of Jab*
- 49% of LinkedIn users have household income over $100K
- 25 million LinkedIn profiles are viewed every day
- 1 in 3 professionals on the planet EARTH are on LinkedIn!
- 41% of millionaires use LinkedIn
Thank You!

Raffle