

Reimagining LinkedIn



Dan Horowitz

Director

Advocacy & Government

The LinkedIn Feed

Content + Trust + Context +
Editorial

LinkedIn's Content Ecosystem

Curated Feed + Trending

Publishing Platform

Company Page


Dan Horowitz likes this

Nicholas DeSarno

Manager, Digital and Communications Practice at Public Affairs Council

2d

Congratulations to **Brian Pomper**, who I briefly had the pleasure to work with when I was on the Hill. I expect that Akin Gump will continue to be one of the leading public policy firms under his leadership.



Changing of the guard at DC's top lobby firm

thehill.com

4 Likes

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NTT America

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Disrupt or be disrupted? Leverage your IT infrastructure to drive digital disruption. Download the white paper: <http://bit.ly/2lrAR0Z>




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Brett Kobie • 1st

Digital, Social & Creative Strategy Lead at FleishmanHillard
FleishmanHillard • Katholieke Universiteit Leuven

The 3 conversations on digital and social communications in the Brussels bubble.

Published on November 3, 2017



Brett Kobie  Following

Digital, Social & Creative Strategy Lead at FleishmanHillard

29 articles

12

7

1

In the Brussels bubble we've got a unique, vibrant conversation about digital and social communications. It's important to realise though that there are actually a few different conversations happening within that bigger one.

My take on the most obvious three:


1. The **"public communication" conversation**, driven by the EU institutions with their need to reach huge numbers across the continent, usually with a message about the benefits of the EU or something that helps engage citizens, bringing them closer to the policy-making process.

European Commission

353 updates • 368,523 followers

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Follow us to stay up to date with European Commission.



European Commission

22h

EU companies boosted their investments in research and development by 7% in 2016, well above the world's average growth of 5,8%. This is one of the main findings of the 2017 Industrial R&D Investment Scoreboard th ...see more

ANNUAL PERFORMANCE
2500 WORLD'S TOP R&D INVESTORS

EU R&D INVESTMENTS

€192.5 billion EU

BY SECTOR

EU

13.2%

ICT Producers

23.2%

Health Industries

29.7%

Automobiles & other transport

6.3%

ICT Services

6.0%

Industrials

2.8%

Chemicals

4.6%

Aerospace & Defence

14.2%

Others

The 2017 EU Industrial R&D Investment Scoreboard

296 Likes · 1 Comment

Like

Comment

Share

Sharing updates and publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



Updates

Share videos, links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact

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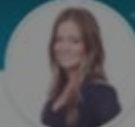
Me

Apps

Learning

Be Liked On LinkedIn - Find and share content to help your LinkedIn contacts become successful! | Ad

PREMIUM



Jill Jones


Senior Manager, Internal Communications at LinkedIn

759

Who's viewed your profile

1,178


Views of your article



Jill Jones

Senior Manager, Internal Communications at LinkedIn

Write here or use @ to mention someone.




Public

Post

Sort by: Recommended

Pat Wadors likes this



Scott Roberts

VP, Enterprise Business Development

15h

Had a great day doing annual reviews with my team today. While many people dread this process, celebrating great work and recognizing people for their efforts and impact is a rewarding part of my role. I am very grateful to work wi ...see more


125 Likes

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UserTesting

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Learn how Steve Fadden, Director of UX at Salesforce, approaches UX research in an agile environment. Watch our OnDemand webinar to learn his secrets!
<https://lnkd.in/gs2zx Ct>




Happening now

 Virtual reality coming to Xbox


Updated 2 hours ago

 iPhone 8 might not be ready in time


Updated 41 minutes ago

 Worker burnout is getting worse

Updated 2 hours ago


 Amazon and the \$310 million typo

Updated 9 minutes ago

 Google's Rosehub patches Mad Gadget


Updated 2 hours ago

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Founder at One Million by O...

289.8K followers

+ Follow




Dr. Marla Gottschalk

Industrial & Organizational ...

1.3M followers

+ Follow



David Sable

Global CEO at Y&R

593.6K followers

+ Follow

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PREMIUM




Allen Gannett
CEO at TrackMaven | Author of "The Creative Curve" (June 2018)
42,257 Followers
[✓ Following](#)
[View full profile](#)

Today he runs communications and strategy for Layer3 TV, a next gen cable company taking on the old school industry players.

For him, it's all about building the right foundation.

[#AllenAsks](#)



193 Likes · 33 Comments · 1,843 Views

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Comment

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Top Comments ▾

Likes

Add a comment...

Jerry Helou
Digital Experience Architect, Problem Solver, Engineer, PhD,...
Brillant Allen! Please tell me you got some Koshari while in Egypt.
Like Reply | 2 Likes · 1 Reply

Allen Gannett
CEO at TrackMaven | Author of "The Creative Cur...
Oh no!! I didn't 😞😞😞
Like Reply

INCLUDE

Native Video

Allen went from 4k to 40k followers in 3 months

Jennifer Urbanski commented on this

**Justin Trudeau** 
Prime Minister of Canada | Premier ministre du Canada
16h [+ Follow](#)

How can we help Canadian businesses succeed in China and around the world? That question was high on the agenda on a busy Day 2 in China. Recap:



3,110 Likes · 264 Comments

 Like  Comment  Share

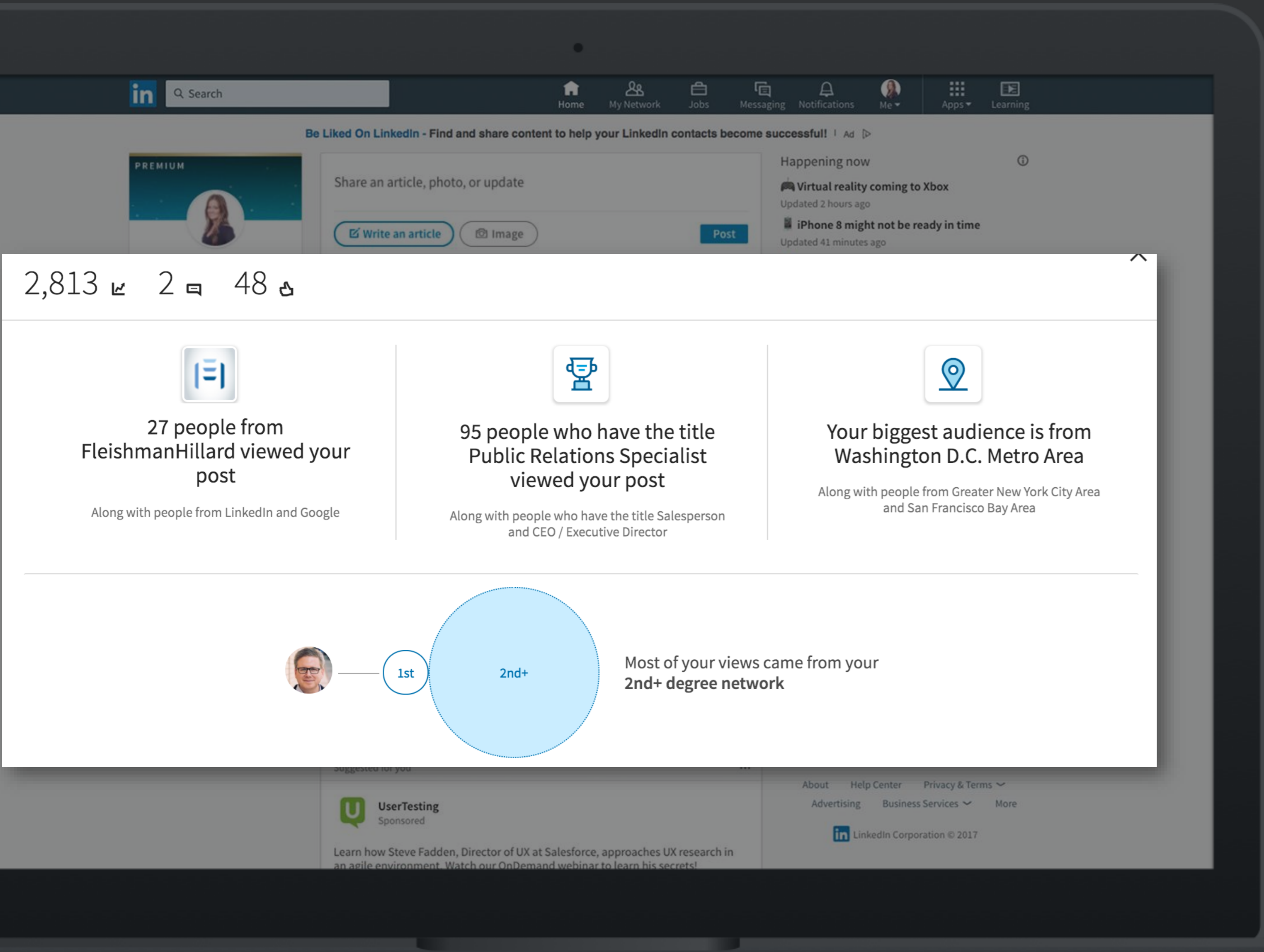
**Jennifer Urbanski** 15h ...
Government Lead at LinkedIn
Love this update on your business talks in China PM [Justin Trudeau](#)! Thanks for sharing with your LinkedIn community!
[Like](#) [Reply](#) | 2 Likes

[Load more comments](#)

INCLUDE

Native Video

It's not just CEOs. PM Trudeau has over 1m followers!



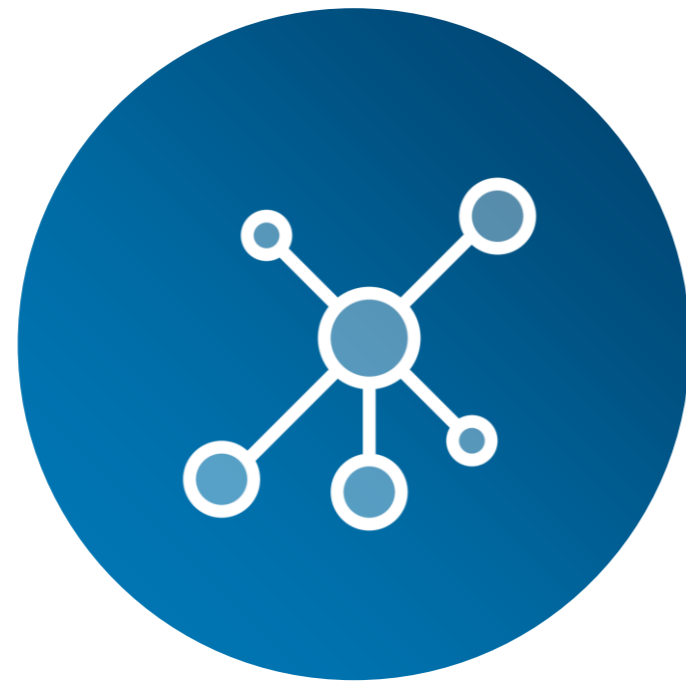
POST ANALYTICS

Track Your Progress!

Targeting

—

Advocacy Strategy



Activate Stakeholders

Mobilize constituencies of members, employees, supply chain, etc. who care about your issue to take action



Inform Policymakers

Ensure policymakers know your position and how it affects

Advocacy Strategy



Long-Term

Building a foundation for
when you ultimately make
your ask



Quick Hit

Call to action and
reactionary

Getting Started in Campaign Manager

“BRUSSELS OPINION LEADERS”

Target by

the audience below

What **location** do you want to target? (required)

include

Start typing a country, state, city, or town...

See full list

include

Brussels Capital Region

Brussels Area, Belgium

What **industries** do you want to target?

include

Start typing an industry...

See full list

include

Legislative Office

Public Policy

Public Relations and Communications

Judiciary

Government Administration

Government Relations

Political Organization

Broadcast Media

Online Media

Media Production

Newspapers

Publishing

International Affairs

Your estimated target audience

100,000+ LinkedIn members

Learn more

Brussels Capital Region, Brussels Area, Belgium

Legislative Office, Public Policy, Public Relations and Communications, Judiciary, Government Administration, Government Relations, Political Organization, Broadcast Media, Online Media, Media Production, Newspapers, Publishing, International Affairs

Audience expansion: Enabled

Deliver beyond the LinkedIn feed: Enabled

Your ad and campaign should not discriminate based on personal characteristics. [Learn more](#)

Getting Started in Campaign Manager

EU OPINION LEADERS

Target by the audience below

What location do you want to target? (required)

include

Start typing a country, state, city, or town...

[See full list](#)

include

Brussels Capital Region × Brussels Area, Belgium × Austria ×
Bulgaria × Cyprus × Croatia × Czech Republic × Denmark ×
Estonia × Finland × France × Germany × Greece ×
Hungary × Ireland × Italy × Latvia × Lithuania ×
Luxembourg × Malta × Netherlands × Poland × Portugal ×
Romania × Slovak Republic × Slovenia × Sweden ×
United Kingdom × Spain ×

What industries do you want to target?

include

Start typing an industry...

[See full list](#)

include

Legislative Office × Public Policy ×
Public Relations and Communications × Judiciary ×
Government Administration × Government Relations ×

Your estimated target audience

5,200,000+ LinkedIn members


[Learn more](#)

Brussels Capital Region, Brussels Area, Belgium, Austria, Bulgaria, Cyprus, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovak Republic, Slovenia, Sweden, United Kingdom, Spain

Legislative Office, Public Policy, Public Relations and Communications, Judiciary, Government Administration, Government Relations, Political Organization, Broadcast Media, Online Media, Media Production, Newspapers, Publishing, International Affairs

Getting Started in Campaign Manager

SKILLS TARGETING



Use a matched audience (optional)

Custom targeting options to reach your website visitors, contacts, and target accounts.

Select

Target by

the audience below

What location do you want to target? (required)

include

Start typing a country, state, city, or town...

See full list

include

Austria

Belgium

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

France

Finland

Germany

Greece

Hungary

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

Netherlands

Poland

Portugal

Romania

Slovak Republic

Slovenia

Spain

Sweden

United Kingdom

What skills do you want to target?

include

Start typing a skill...

include

Climate Change

Climate

Climate Change Science

Climate Modeling

Wind Energy

Offshore Wind Energy

Alternative Fuels

Environmental Awareness

Environmental Policy

Low Carbon

Your estimated target audience

550,000+ LinkedIn members

Learn more

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, France, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, United Kingdom

Climate Change, Climate, Climate Change Science, Climate Modeling, Wind Energy, Offshore Wind Energy, Alternative Fuels, Environmental Awareness, Environmental Policy, Low Carbon

Audience expansion: Enabled

Deliver beyond the LinkedIn feed: Enabled

Your ad and campaign should not discriminate based on personal characteristics. [Learn more](#)

Matched Audiences

Better engage the audiences that matter most through:

Account Targeting
Contact Targeting
Website Retargeting
Acxiom Data



in CAMPAIGN MANAGER Tools |

Define who you want to see your ads

Step 3 of 5: Audience selection

EMEA-Leads ZoomJax |

Use a matched audience (Optional)
Retarget your website visitors, upload your account list or integrate with your marketing automation to reach audiences you've already identified.
[Hide](#) ^

Retarget your website visitors ?
Create an audience of LinkedIn members who visit your website
☒ [Create audience](#)

Target an account list ?
LinkedIn members who match your list of emails or companies
☒ [Create audience](#)

Estimated target audience ?

400,000




























LinkedIn members

Target by the audience below ?

What location do you want to target? (Required)

include Start typing a country, state, city or town... [See full list](#)

Powerful Demographic Reporting

Demographics for Company industry ▼				
Impressions		Clicks	CTR ▼	Conversions
				Conversion rate
Pharmaceuticals	 929,197 (7.7%)	 6,661 (12.7%)	0.7% ●	 336 (25.3%)
Biotechnology	 362,301 (3.0%)	 2,196 (4.2%)	0.6% ●	 374 (28.2%)
Medical Practice	 162,017 (1.3%)	 977 (1.9%)	0.6% ●	 9 (0.7%)
Mental Health Care	 137,824 (1.1%)	 831 (1.6%)	0.6% ●	Below reporting minimum
Hospital & Health Care	 1,578,722 (13.1%)	 8,113 (15.5%)	0.5% ●	 118 (8.9%)
Health, Wellness and Fitness	 167,604 (1.4%)	 822 (1.6%)	● 0.5%	 7 (0.5%)
Medical Devices	 190,847 (1.6%)	 900 (1.7%)	● 0.5%	 14 (1.1%)
Executive Office	 116,836 (1.0%)	 542 (1.0%)	● 0.5%	 12 (0.9%)
Education Management	77,271 (0.6%)	 357 (0.7%)	● 0.5%	Below reporting minimum
Higher Education	 357,644 (3.0%)	 1,500 (2.9%)	● 0.4%	 46 (3.5%)

This percentage shows how often people go to your website because they saw your ad.

Solutions & Examples

—

Sponsored Content

ENGAGE YOUR TARGET AUDIENCES WITH RELEVANT CONTENT
INCLUDING IMAGES, INFOGRAPHICS, VIDEO AND MORE



Target your most valuable audiences



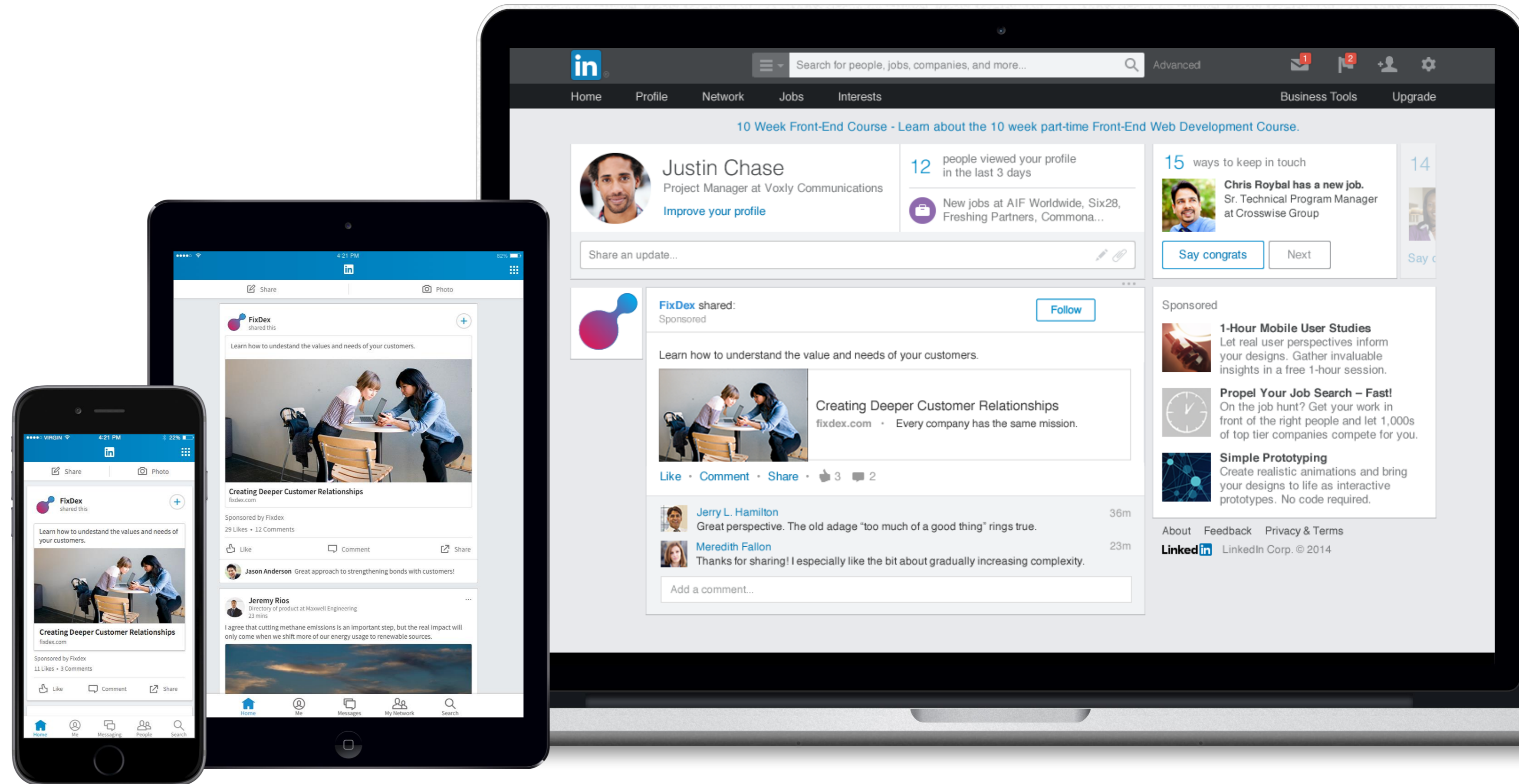
Reach your prospects across devices



Drive quality leads and engagement



Price Structure: CPC or CPM



Sponsored InMail

DELIVER PERSONALIZED, 1:1 MESSAGES AT SCALE
AND AVOID THE CLUTTER OF THE EMAIL INBOX



Mobile-optimized design for easy clicks



Real-time delivery only when members are active on LinkedIn



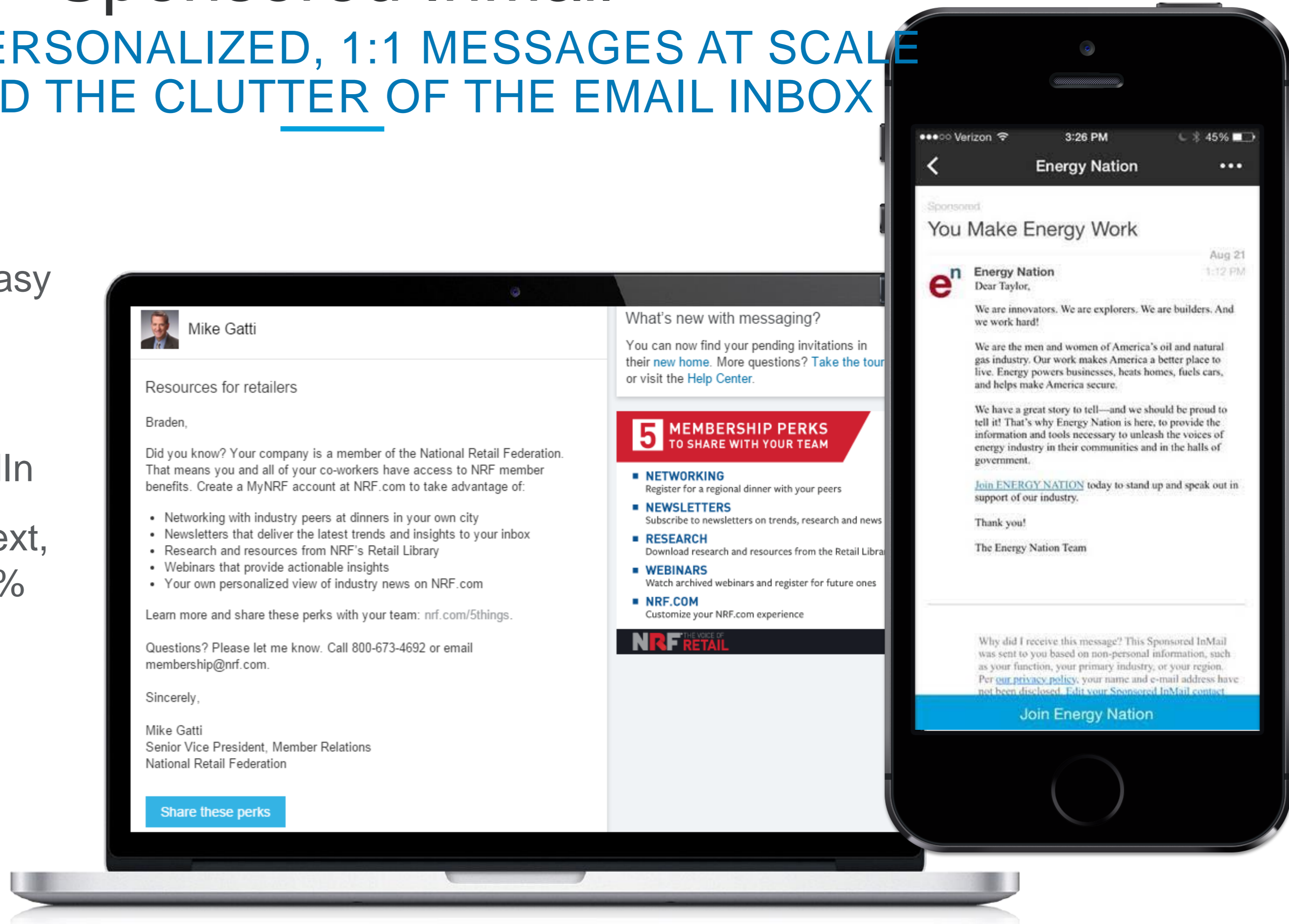
Uncluttered professional context, strict frequency caps and 100% deliverability



Flexibility to personalize your content



Price Structure: Cost per Send



Executive Thought Leadership



With the Election Over, a Reason to Work Together on Energy Policy

Published on November 16, 2016 | Featured in: [Oil & Energy](#), [US Politics](#)



Maria Korsnick | [Follow](#)
Chief Operating Officer at Nuclear Energy Institute



205



9



26

On behalf of the American nuclear energy industry, I'd like to extend my congratulations to the candidates who were elected or re-elected to public office last week. While this electoral season was one of the most bruising in history, I hope politicians on both sides of the aisle can begin to set aside their differences, learn to trust one another again, and work together on a host of issues in the common interest of the American people.



Nuclear Energy Institute



With the Election Over, a Reason to Work Together on Energy Policy

[linkedin.com](#) · On behalf of the American nuclear energy industry, I'd like to extend my congratulations to the candidates who were elected or re-elected to public of



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4,060
impressions

38
clicks

38
interactions

1.87%
engagement

Gained from Sponsoring

Sponsored in: NEI_2016_RR^EE-MariaElection (stopped)

+6,597
impressions

+41
clicks

+16
interactions

+0
followers acquired

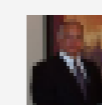
+0.86%
engagement

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[Rinkie Singh](#), [Nuclear Security SMEs](#) +30



[Sean Evans](#) Support the Yucca Mountain Nuclear Energy Park, and NAWAPA-XXI.
17 days ago

Policy Thought Leadership



Tax Reform and the Impact on the U.S. Boating Industry

Published on October 30, 2017



Thom Dammrich + Follow
President of the National Marine Manufacturers Association
1 article

This week, Congress is set to unveil details on a comprehensive tax reform bill in an effort to update and modernize the current U.S. tax code. The bill is called for comprehensive tax reform in order to unleash the potential of manufacturing, and ultimately position the U.S. as the best place to build boats. With the proposed legislation likely to come out in the next legislative calendar year, here are three notable items NMMA anticipates that could impact our members.

- Corporate tax rate lowered to 20 percent.
- o The lowered tax rate would position manufacturers to be more competitive, and ultimately spur capital and investment to



#GOPTaxPlan

Updated 7 minutes ago
Top news

Image © Andrew Harrer/Bloomberg via Getty Images

The Republican tax bill, explained

Unveiling long-awaited tax reform legislation, GOP lawmakers said the bill would permanently cut the corporate tax rate to 20% from 35% and repeal the estate tax as of 2024, The Wall Street Journal reported. It would compress the number of individual income-tax brackets, keeping a top rate of 39.6% for the highest-earners. It would also roughly double the standard deduction for middle-class families and expands the child tax credit to \$1,600 from \$1,000. To help offset revenue lost from these measures, the bill would also plan to limit to \$10,000 the deduction that individuals can take for state and local tax payments, as well as the deductions that businesses get for the interest they pay on debt, the newspaper said. It would also cap mortgage-interest deductions for newly purchased homes at \$500,000 (down from \$1 million) and eliminate student loan and medical expense deductions. It would leave intact other popular tax breaks — including the one for pretax 401(k) savings accounts. The \$1.51 trillion reform, called the Tax Cuts and Jobs Act, would be the first the US has seen in 30 years.

Top comments



Jonathan Hartsock
Experienced Professional in Audi...

This all can be solved by a flat tax the same for all classes. 10% with no loop holes. Its been said for ...

Like Reply 48 Likes · 13 Replies



Bill McCauley
Retired

A shame if true. Class warfare at its worst. The highest earners should get a break as well. They would ...

Like Reply 19 Likes · 26 Replies

69 Likes · 138 Comments

Like Comment Share



Add a comment...



National Marine Manufacturers Association (NMMA)
4h

+ Follow

What the **#GOPTaxPlan** means for the U.S. boating industry.
<https://lnkd.in/dCphzAN>




Analysis: #GOPTax Plan and its impact on the boating industry
Thom Dammrich on LinkedIn

Like Comment Share

Top Comments ▼


European Parliament Thought Leadership and Outreach



European Parliament
206,452 Followers
[✓ Following](#)
[View full profile](#)


European Parliament
206,452 followers
2mo

"The wind is back in Europe's sails," Commission President Jean-Claude Juncker declared to Parliament at this week's State of the Union debate.



Shaping our future: relive the highlights of the SOTEU debate
[europarl.europa.eu](#)


420 Likes · 43 Comments



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European Parliament
206,453 followers
4w

Next stop: the European Parliament. Visit the legislative train schedule to get up to speed on key EU policies and tell us how you "Like" it.



**Discover the new tool
for monitoring EU legislation**

The legislative train schedule
[europarl.europa.eu](#)

1,050 Likes · 13 Comments

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Citizen Engagement - Ontario



Ontario Ministry of Citizenship and Immigration

8mo

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Honour Ontarians who make us great. Take the time to nominate someone extraordinary. <https://lnkd.in/eySurwk>



230 Likes · 7 Comments

Ontario Honours & Awards

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Nominate Someone Extraordinary

[Nominate Someone Today](#)

Hello Lauren,

We know Ontario has some extraordinary citizens. The ones who go above and beyond in their pursuit of excellence, who make outstanding contributions that benefit society, and who leave a lasting legacy in Ontario and beyond.

Every year, a select few of these remarkable individuals are named to the [Order of Ontario](#), the province's highest honour.

In 2017, the Order of Ontario celebrates its 30th anniversary. Since 1987, approximately 700 of our best and brightest have been appointed to the Order.

Order of Ontario members come from all walks of life and represent a wide range of disciplines. Their collective achievements have helped secure Ontario's place as a leader in Canada.

Do you know someone who deserves to be nominated for Ontario's highest honour?

Take the time to nominate someone today!

Nominations for appointment in 2017 close on March 31, 2017.

[Nominate Someone Today →](#)



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Industry Reputation

Nuclear Energy Institute

2mo

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From innovation to powering the economy, nuclear has the power to do it all. Discover all nuclear energy is doing at discovernuclear.com.




11 Likes

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Top Comments ▼

Nuclear Energy Institute

2mo

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From innovation to powering the economy, nuclear has the power to do it all. Discover all nuclear energy is doing at discovernuclear.com.



39 Likes · 6 Comments

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Top Comments ▼

Industry Reputation



PhRMA
1mo

...
+ Follow

Bayer's Dr. Carney didn't have a straightforward path to the career of her dreams, but she never let that stop her <http://bit.ly/2kl22OC>



Scientist Spotlight: Dr. Patricia Carney
innovation.org

797 Likes · 15 Comments



PhRMA
2w

...
+ Follow

Jessica, breast cancer survivor & Eli Lilly & Co. scientist, is devoted to finding a cure for patients like her. Read her story: <http://bit.ly/2yvBMHc>



Scientist Spotlight: Jessica Baker
innovation.org

30 Likes

Grassroots Advocate Recruitment



American Wind Energy Association

9,714 followers
27m



Tell Congress to not put U.S. factory jobs at risk by retroactively taxing wind power.



Tell House members to not increase taxes on wind power.

cqrceengage.com

DON'T RAISE TAXES ON WIND ENERGY!

Tax reform gone bad: clean energy workers' jobs and investment in our economy at risk.



Tell House members to not increase taxes on wind power.

The House language on Tax Reform would have a chilling effect on private investment in U.S. infrastructure.


No American job is safe if Congress can change the terms of business contracts years after agreements are signed and billions of dollars are spent. Changing the rules in the middle of the game would be disastrous for American workers building wind turbines and farmers and ranchers harvesting the wind.

Please help by contacting your House representative and demanding they keep the wind energy tax reform deal that was already agreed to in 2015.

Lobby & Hill Days

American Wind Energy Asso...
shared this

Join us at Wind Power on Capitol Hill February 15 & 16, and help brief your lawmakers about how Wind Works for America! <https://lnkd.in/dqaa-ha>



Sponsored by American Wind Energy Association
6 Likes • 1 Comment

Like Comment

American Wind Energy Association
Promoted

Wind energy is supporting American family farmers and ranchers throughout the country, making over \$245 million a year in lease payments to landowner ...see more




**WIND
WORKS
FOR
AMERICA**

9 Likes • 2 Comments

Like Comment Share

API - American Petroleum Institute
Promoted

Join API President and CEO Jack Gerard for coffee and breakfast as we announce a new API study that demonstrates how the natural gas and oil industry is powering past impossible.



**OIL
TAPS
POTENTIAL**

You're Invited! API Hill Event
bit.ly

9 Likes • 2 Comments

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Coalitions



Coalition for Affordable Prescription Drugs

2w

+ Follow

The Senate HELP Committee held a hearing this week to discuss drug pricing; Kaiser Health News clears up five of the most misleading claims about rising Rx costs: <http://bit.ly/2yk6MKx>



Do Pharma's Claims On Drug Prices Pass The Smell Test? .

khn.org

12 Likes



Alliance For Main Street Fairness

Promoted

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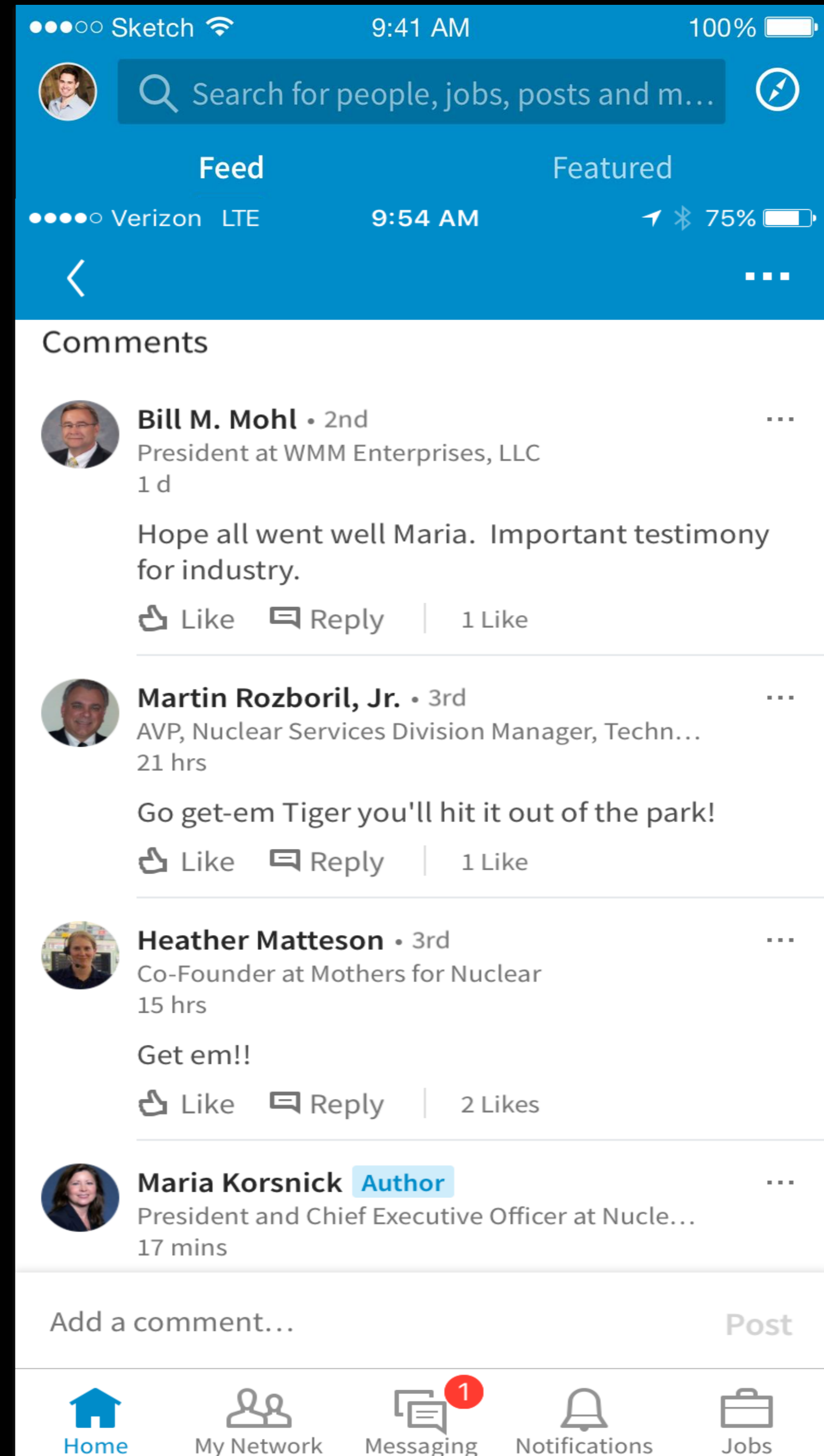
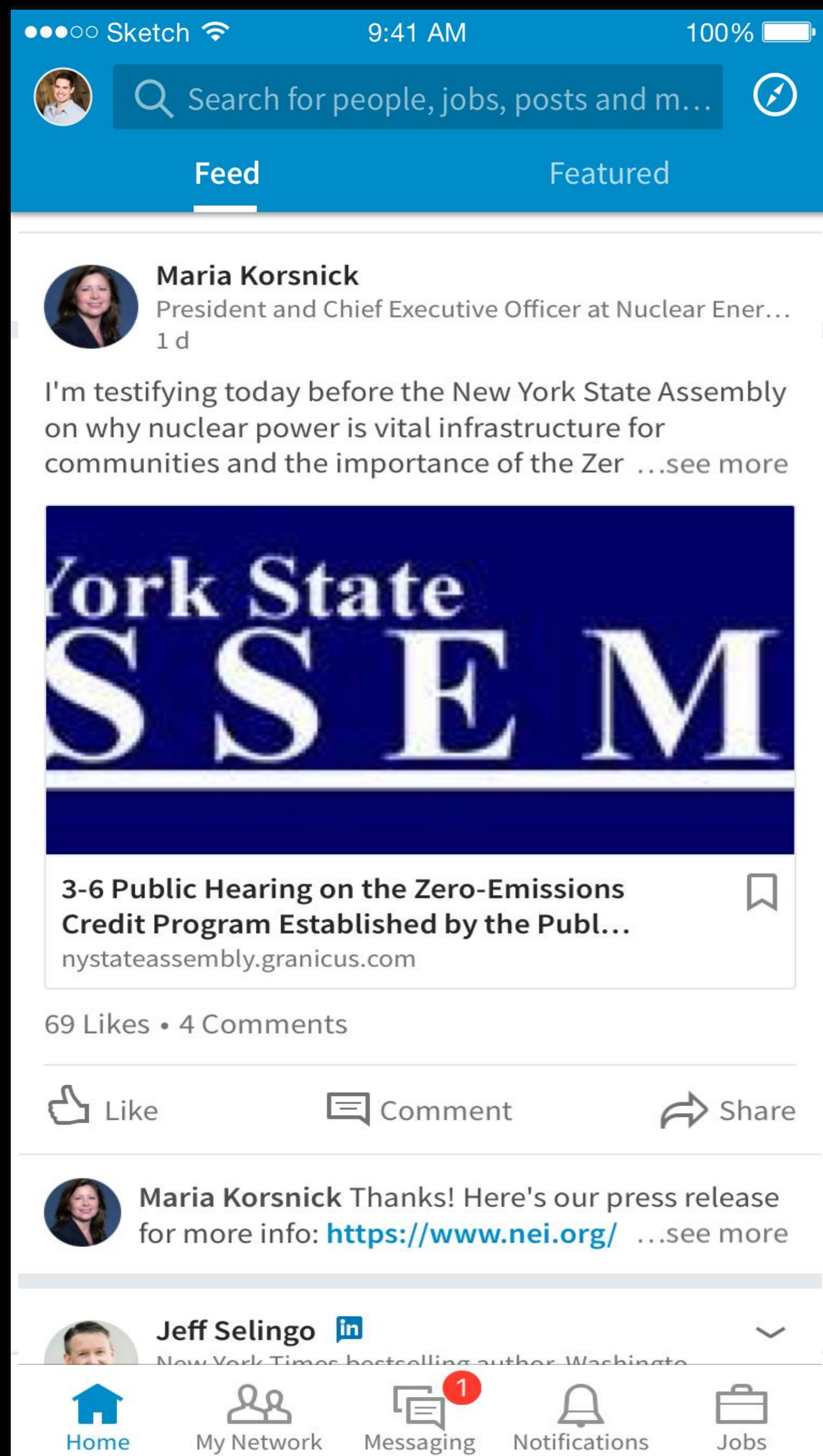
If Congress repeals swipe fee reform it will end competition in the debit card market and transfer millions of dollars from Main Street businesses and consumers to the biggest banks and card companies. <https://lnkd.in/dcBWuVy>



Protect Main Street

bit.ly

9 Likes · 2 Comments



Executive Engagement

Short-Form Updates

