Ten Things You Need to Know About LinkedIn, Today!

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Account Executive, LinkedIn Marketing Solutions
Washington DC

1) From User Growth to Feed Engagement

+50%

YOY member engagement in the newsfeed

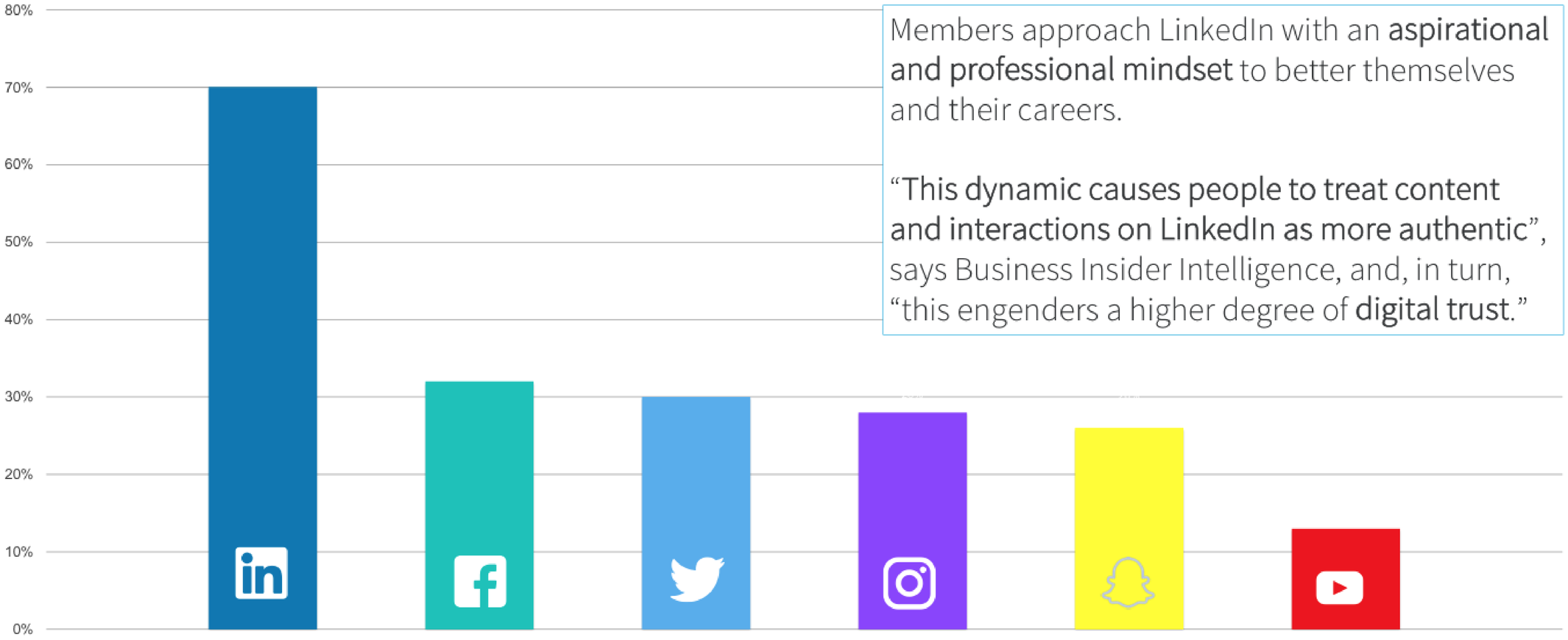
2x

Members are liking, commenting and sharing 2x last year’s rates

+60%

YOY views of the LinkedIn newsfeed

2) Trust Matters



Members approach LinkedIn with an **aspirational and professional mindset** to better themselves and their careers.

"This dynamic causes people to treat content and interactions on LinkedIn as more authentic", says Business Insider Intelligence, and, in turn, "this engenders a higher degree of **digital trust**."

BUSINESS INSIDER Source: Business Insider Intelligence 'Digital Trust Report', June 2017

3) Customize Your Headline

JD Kathuria • 1st

Helping Executives Build Trusted Relationships

Washington D.C. Metro Area

Message | View in Sales Navigator | More...

WashingtonExec

George Mason University

See contact info

500+ connections

JD Kathuria founded WashingtonExec as a leading on-line media, membership and events company for senior level executives. The mission of WashingtonExec is to deliver outcome driven and result

n.com/in/tonyasefi/ e needs of the executive community. WashingtonExec

4) Comments are Critical

PREMIUM

Allen Gannett
CEO at TrackMaven | Author of "The Creative Curve" (Out Now!)

View full profile

✓ Following

64,451 Followers

Allen Gannett
CEO at TrackMaven | Author of "The Creative Curve" (Out Now!)
13h • Edited • Public

The 10 Reasons Why LinkedIn is Better Than Twitter

1 - Real names
2 - The network was designed to *help* people
3 - You can edit your posts (and comments!!)
4 - You can easily switch your feed between algorithimic and chronological
5 - Reasonable character limit and ability to post articles
6 - Granular settings on notifications
7 - Thorough profiles!
8 - Threaded comments
9 - Useful Incorporation of Human Editorial Content
10 - Did I mention real names?

Just saying.

750 Likes · 211 Comments

Like Comment Share Recent Comments

Show previous comments

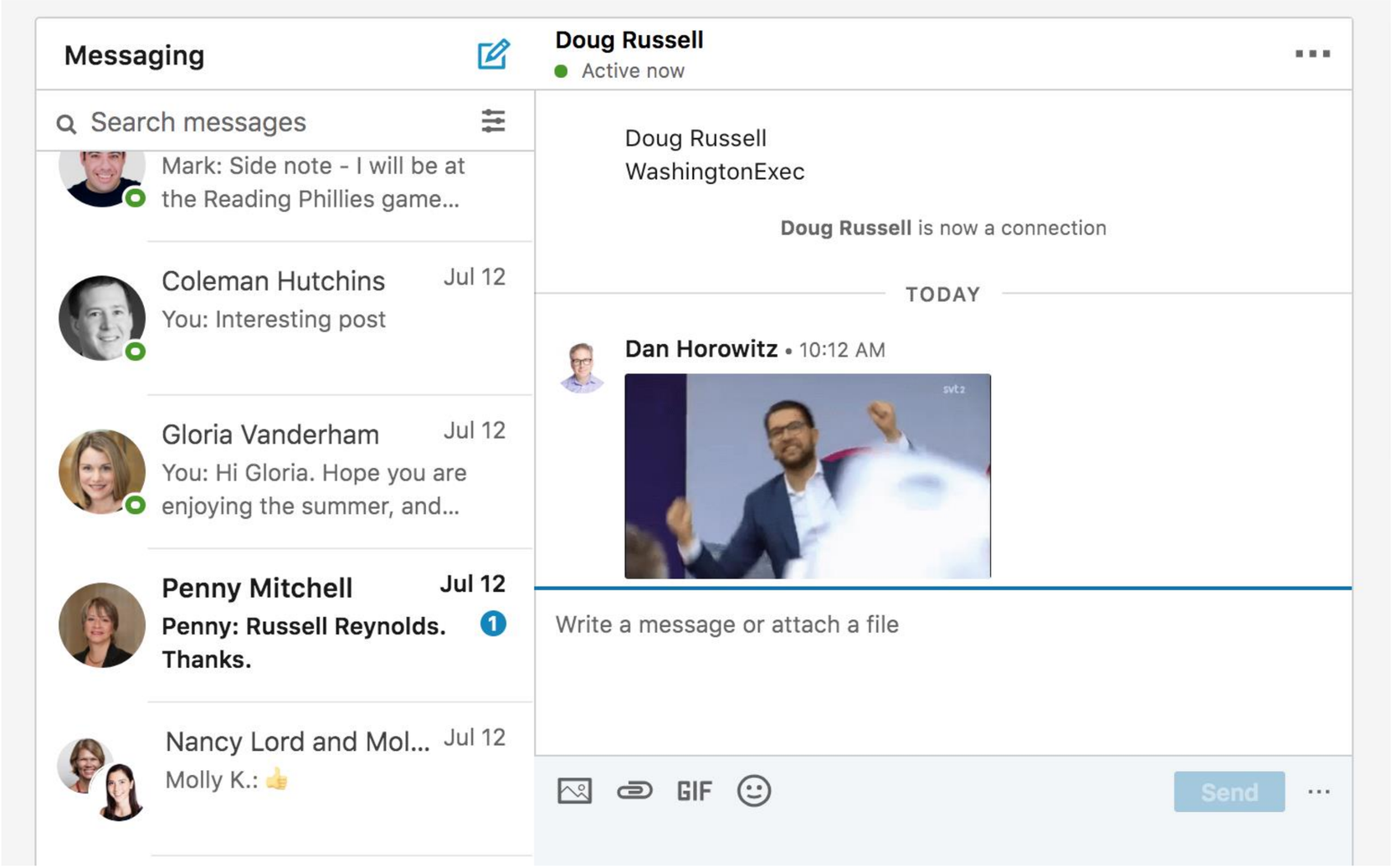
Patricia Bologna 12h
Art Director/Senior Graphic Designer
I've grown to like LinkedIn for its intelligent content. Love my daily rundowns.
Like Reply | 2 Likes · 3 Replies

Allen Gannett 12h
CEO at TrackMaven | Author of "The Creative Curve...
I'm sure that makes **Daniel Roth** happy :) (edited)
Like Reply

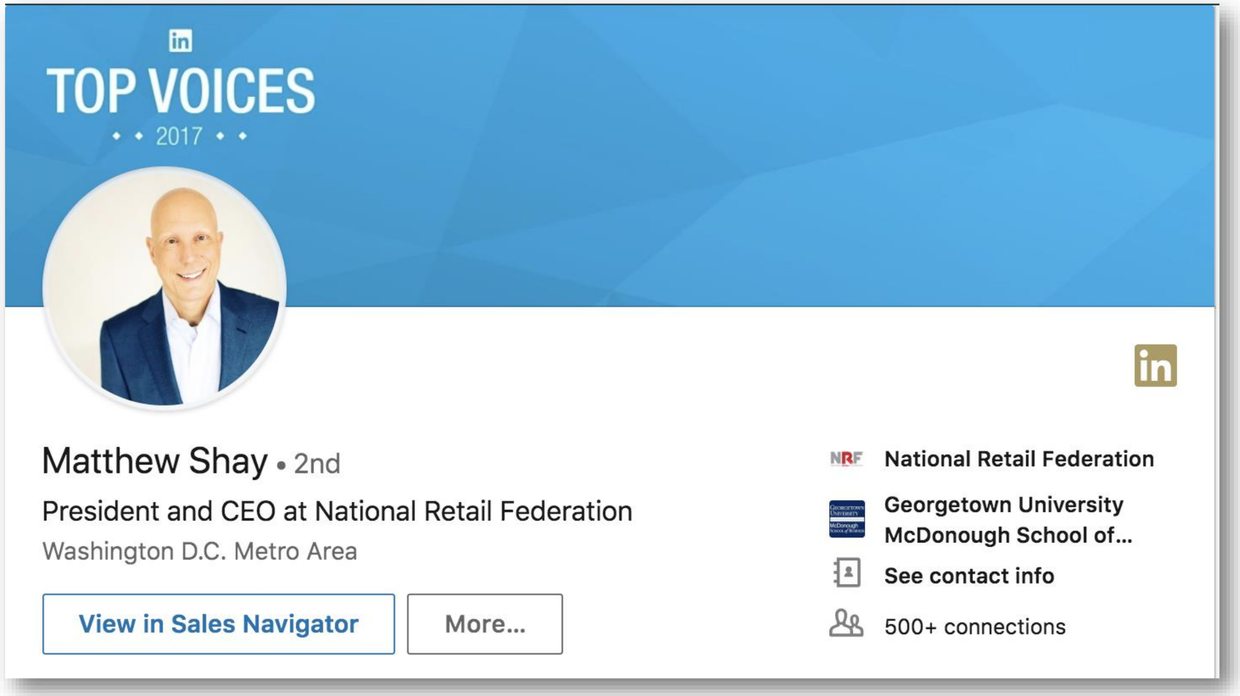
Jorge A. Rodríguez 🔑 12h
Process Obsessed, Quality Centered & User Focuse...
I love the daily run downs!
Like Reply | 1 Like

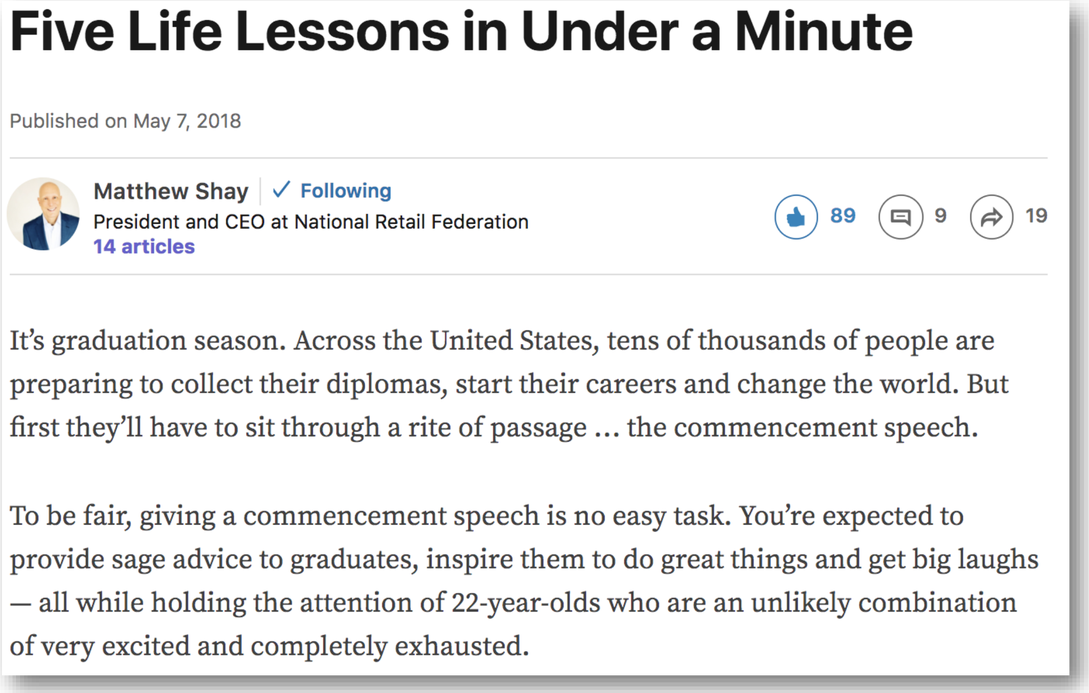
Daniel Roth 7h
Editor in Chief, LinkedIn
Yes it does! Great to hear, Patricia, and thanks for flagging, Allen!
Like Reply

5) Messaging Has Taken Off

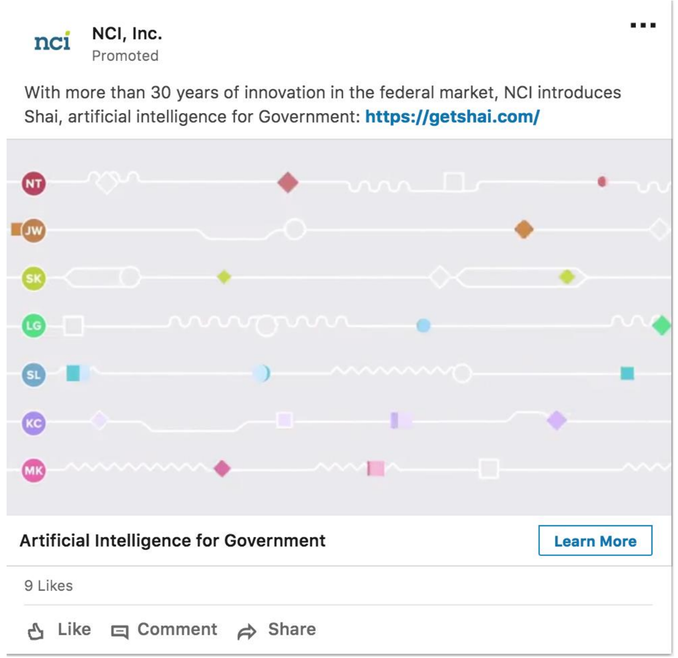


6) Write Content





7) Stay Visible in Front of Your Prospects & Clients



Core Targeting Options

REACH A QUALIFIED AUDIENCE WITH TARGETING BASED ON MEMBERS' PROFESSIONAL PROFILES

Company name

Job title

Member skills*
Based on skills, endorsements and keywords in profile

Field of study

Company industry
derived from Company Page

Job Seniority*
derived from Job title

Member groups

Degrees

Company size
derived from Company Page

Job function*
derived from Job title

Member age*
Derived by using the earliest degree

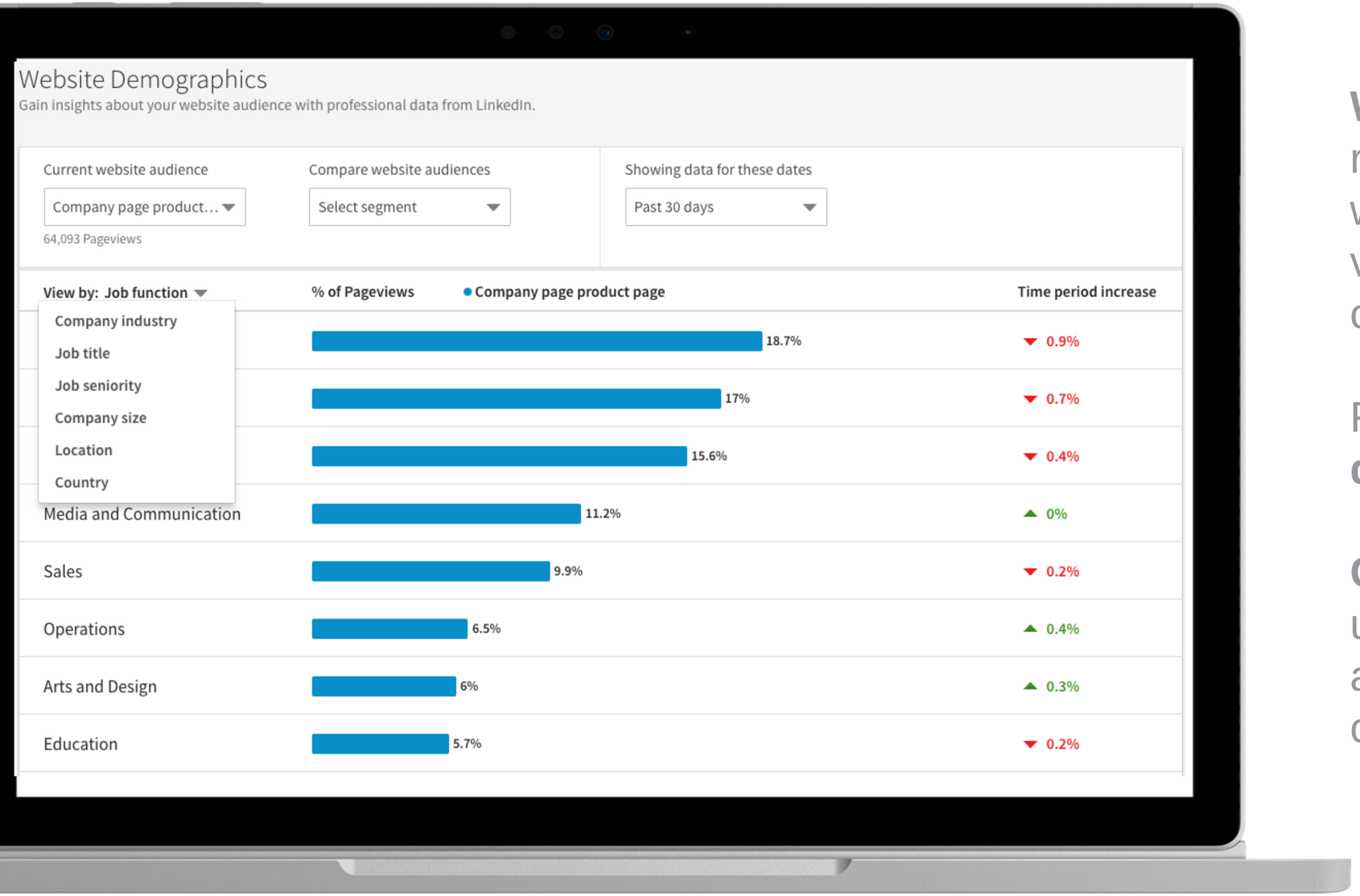
Member Schools

Location

Years of experience*
derived from start year and month of current roles

Member gender*
derived from Member name

8) Understand Who is Visiting Your Website

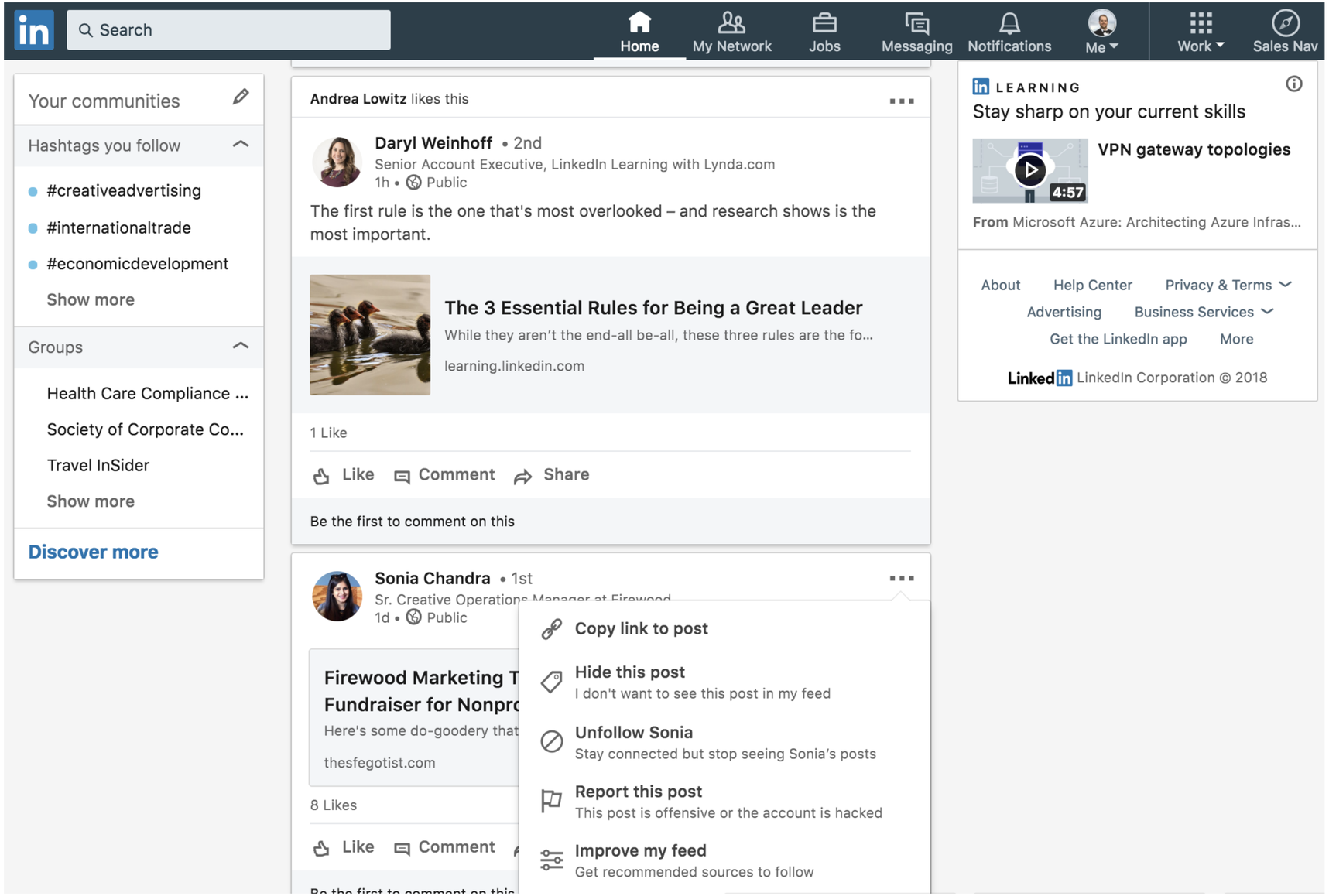


Website Demographics is a free reporting tool that lets you discover what kinds of professionals are visiting your website – regardless of traffic source.

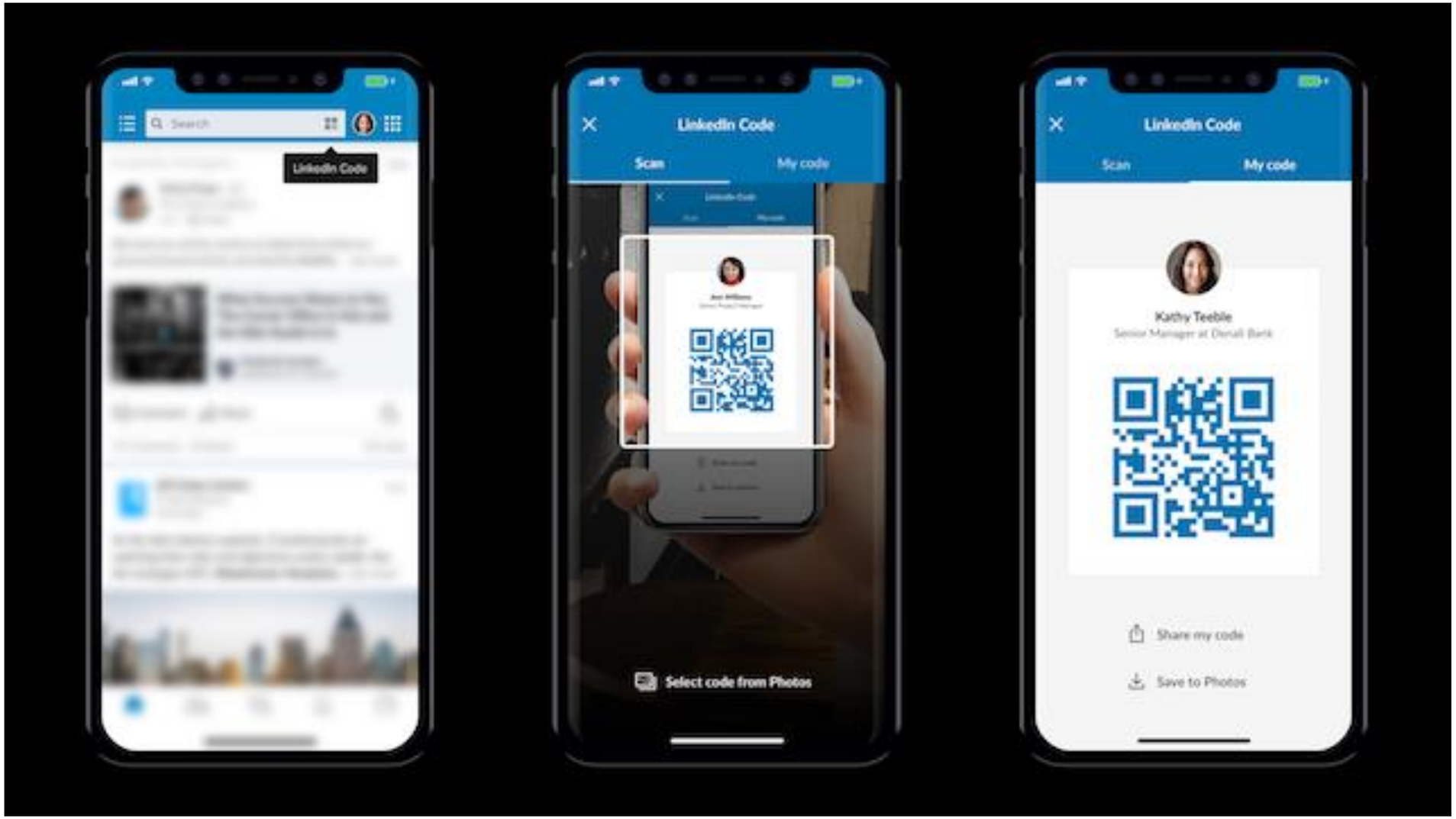
Filter site traffic by **8 professional demographic traits**.

Compare website sections to understand audience differences and tailor your targeting and content strategy appropriately.

9) Audit Your Feed Experience



10) Connect in Two Steps



The Executive Playbook

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What’s your favorite book you’ve read this year?