



10(ish) Things About LinkedIn

Public Affairs Council Digital Media & Advocacy Summit
June 12, 2019



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Advocacy & Government Team

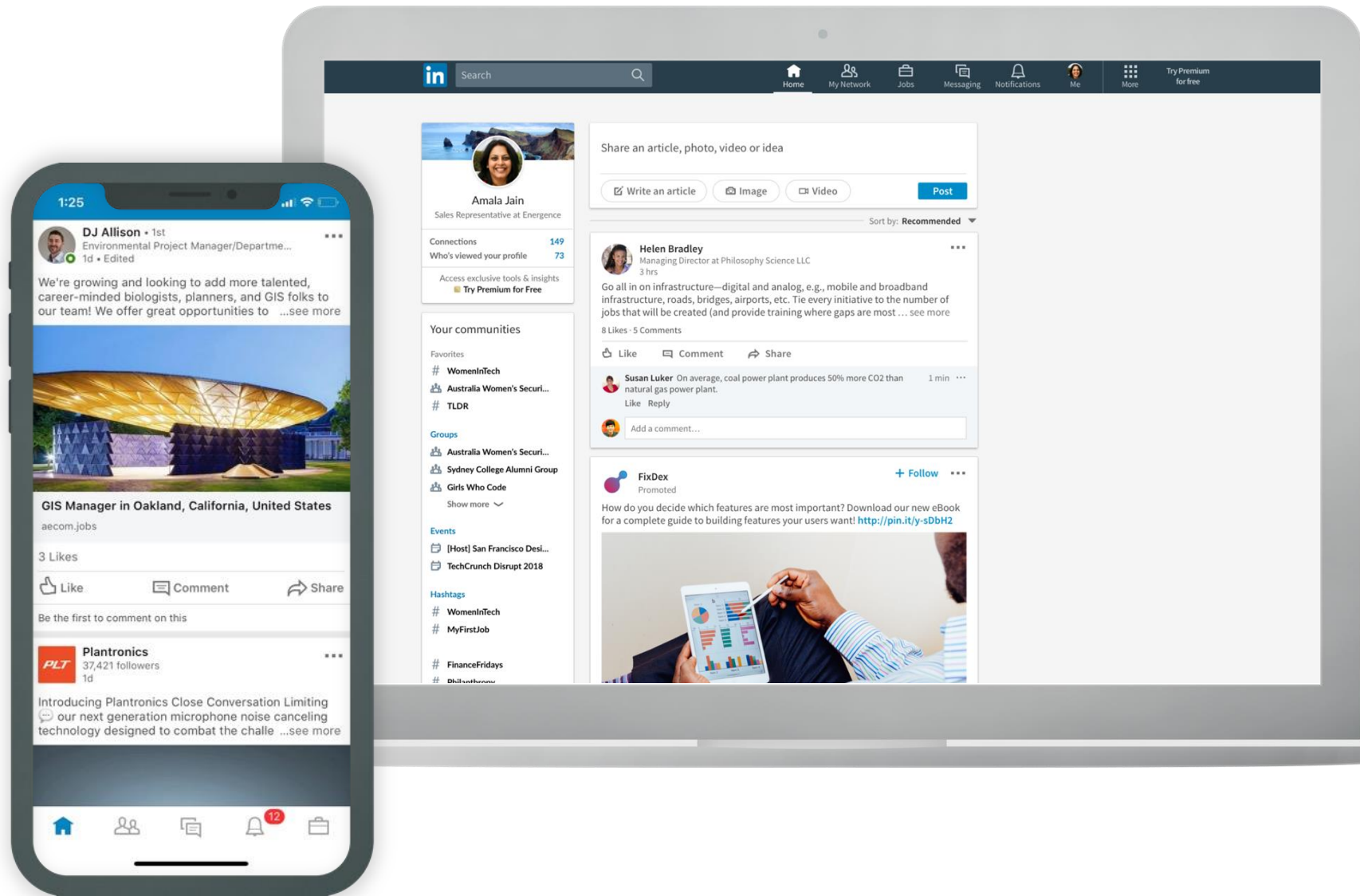
Mobile v. Desktop

70%

Mobile Traffic

80%

Sponsored Content Mobile
Engagement

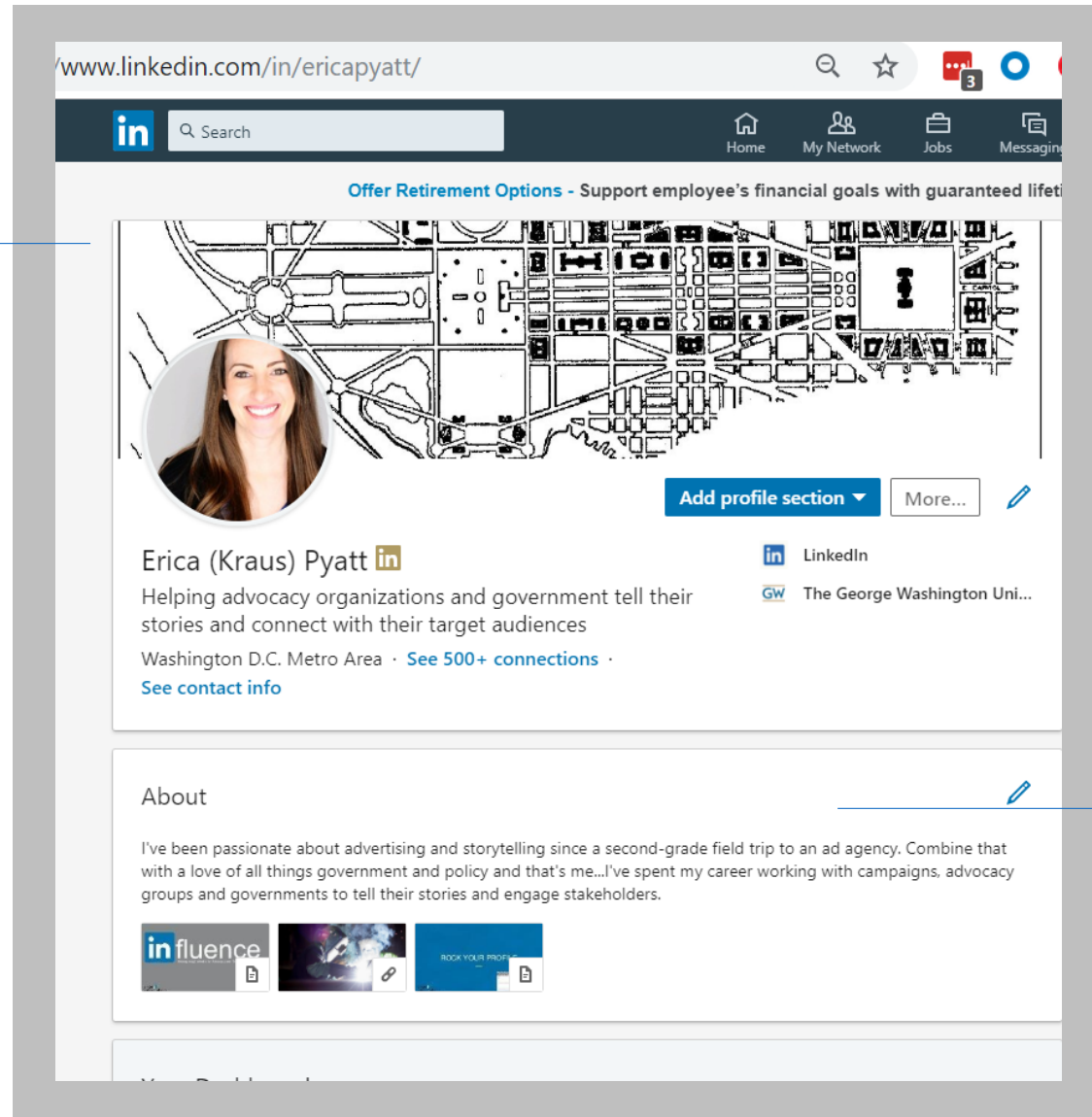


Creating a Great Profile

Photo & Custom Background Image

Stand out and show some personality with a custom background. Background images are a great opportunity for organizational branding.

Profiles with photos get 9x more connection requests, 21x more views and 36x more messages.



Add a Summary

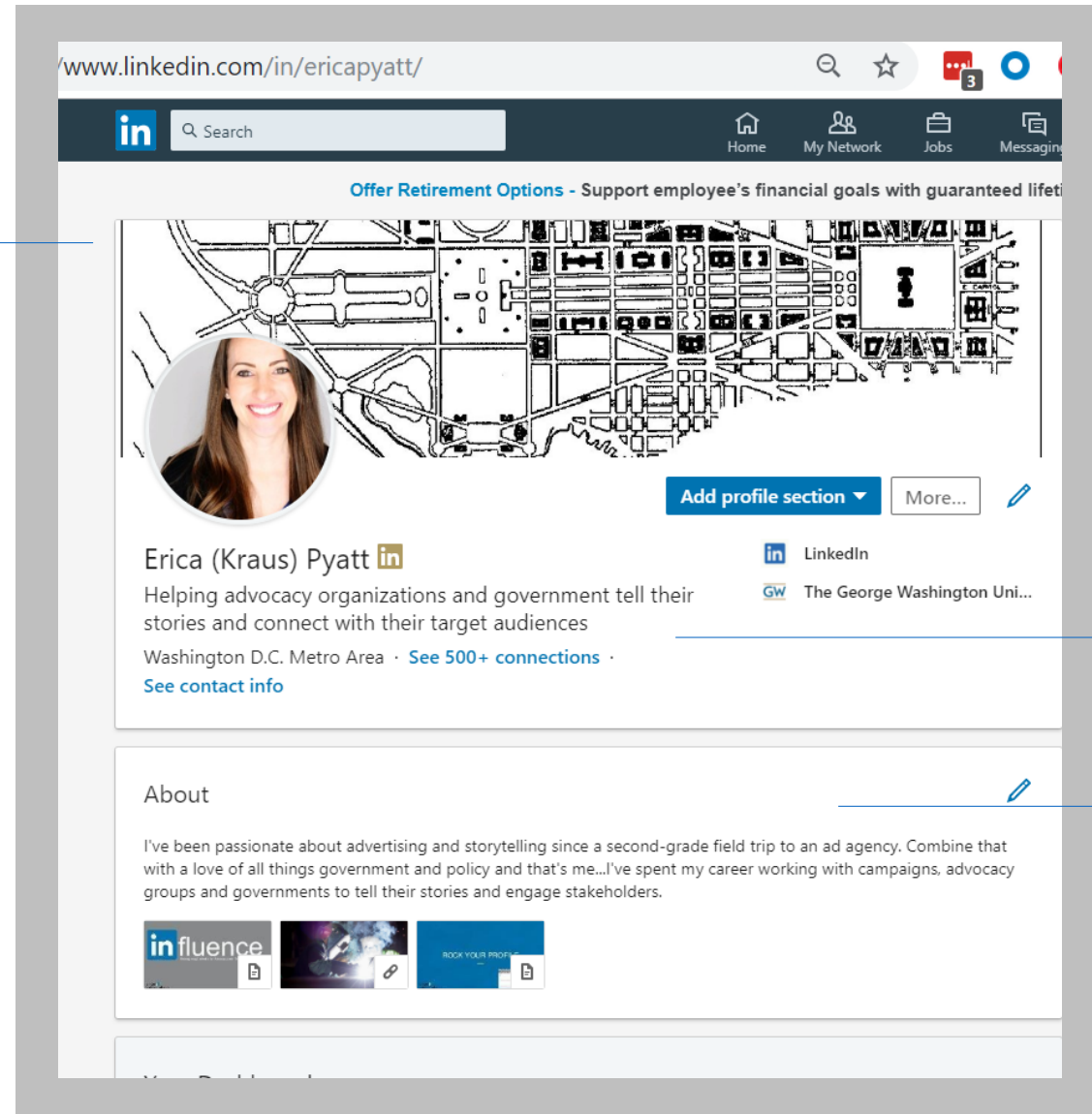
Your summary should be your elevator pitch – an overview of who you are and where you want to go in your career.

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Headline

6-12 words to tell people what you do

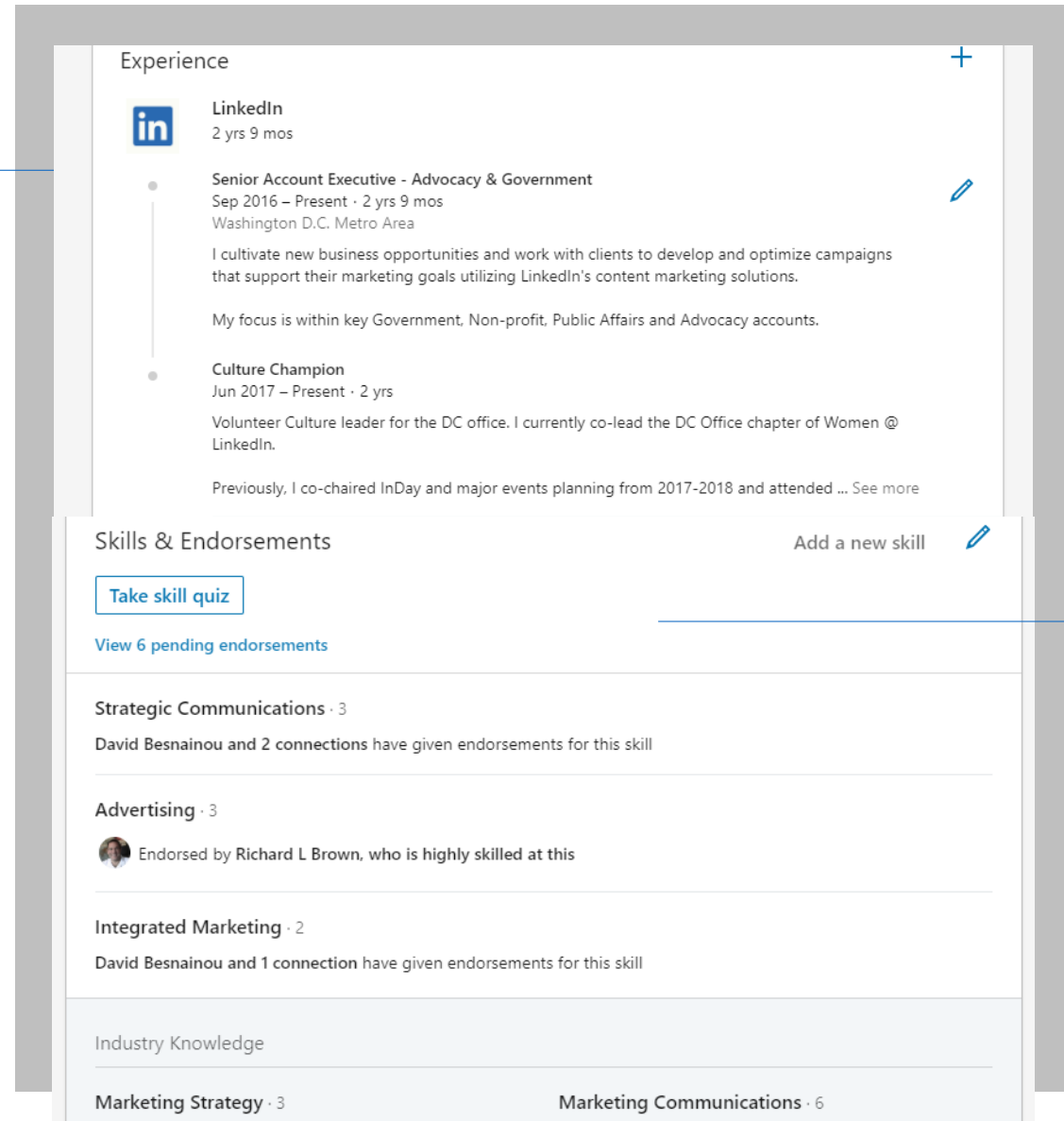
Summary

Your summary is your elevator pitch – an overview of who you are and where you want to go in your career.

Creating a Great Profile

Experience

Focus on accomplishments and the impact you had on your team, and the business.



Skills

Include technical skills, industry expertise and soft skills

Really Leverage Your Page

Complete Your Page

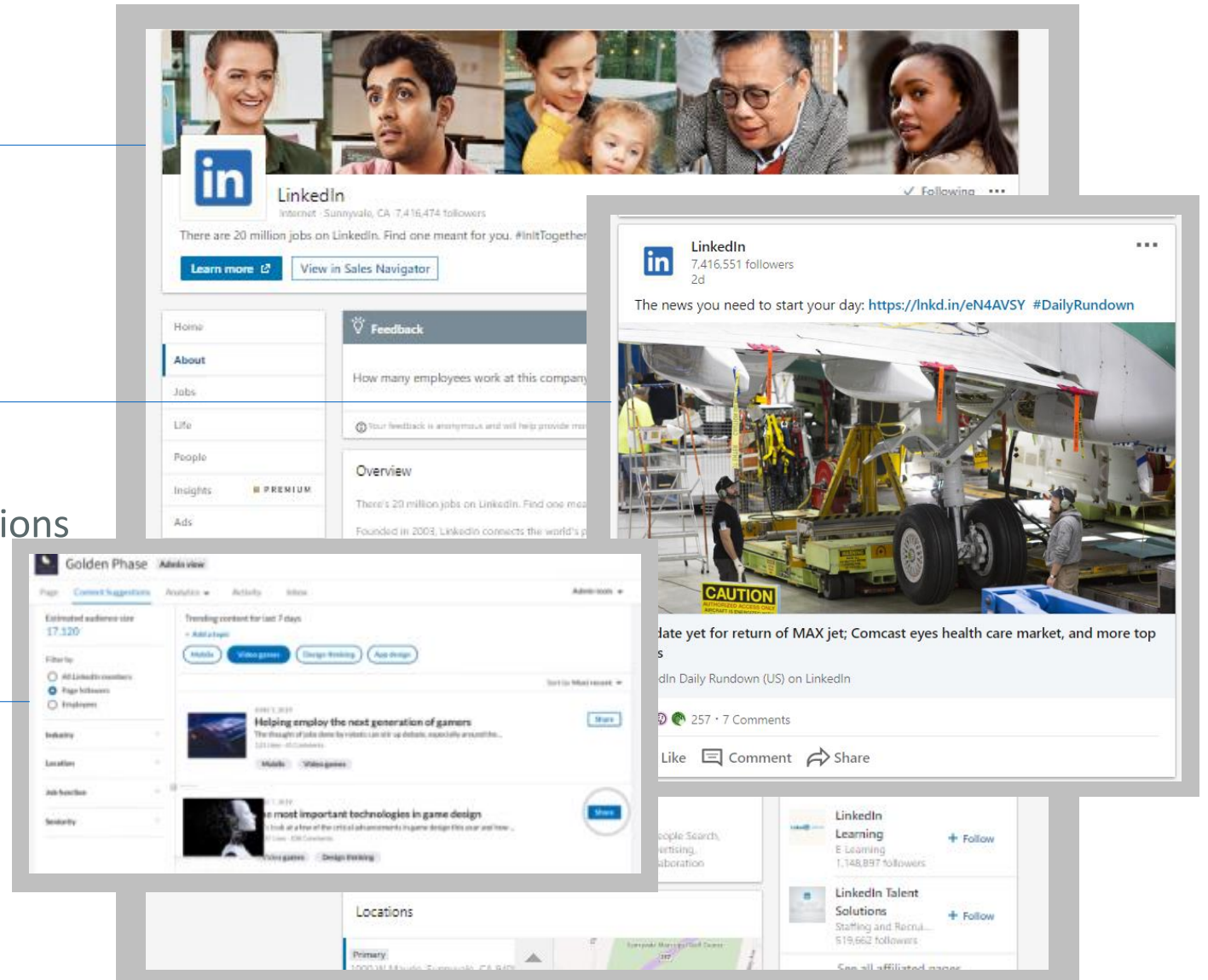
Companies with complete information get **30% more** weekly views.

Post Content

Post daily to drive engagement and grow your organic following. Post a variety of content types and ask questions to spark conversation. Manage and post from mobile.

Content Suggestions

Use **content suggestions** for easy sharing and inspiration.



Long Form Content

Note: for individual member profiles only

Stephen Ubl posted this

**Drug companies ~~don't~~
want you to know the
price of your medicine.**

*And how they can
help you afford it.*

OPINION: Drug list prices in ads would be confusing

Stephen Ubl on LinkedIn
October 17, 2018

Stephen Ubl posted this



Aspen Ideas Festival #SpotlightHealth: Sustaining Innovation, Affordability and the Future of Medicine

Stephen Ubl on LinkedIn
June 22, 2018



Connect

View in Sales Navigator

More...

Stephen Ubl · 2nd

President & CEO of PhRMA

Washington D.C. Metro Area · 500+ connections · [See contact info](#)

PhRMA PhRMA

St. Cloud State University

No Patient Should Struggle to Afford their Insulin

Published on April 8, 2019



Stephen Ubl
President & CEO of PhRMA

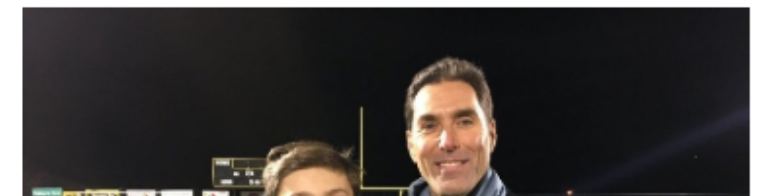
13 articles

[+ Follow](#)

Every day, I watch my teenage son, Chris, manage his diabetes.

Type 1 diabetes is an incredibly challenging disease, especially for children and adolescents. Chris has to prick his finger for a blood sample four to five times a day to check his blood sugar level and inject insulin at every meal and bedtime. Too much insulin can lead to dangerous lows. Too little insulin can lead to equally dangerous highs and long-term health complications.

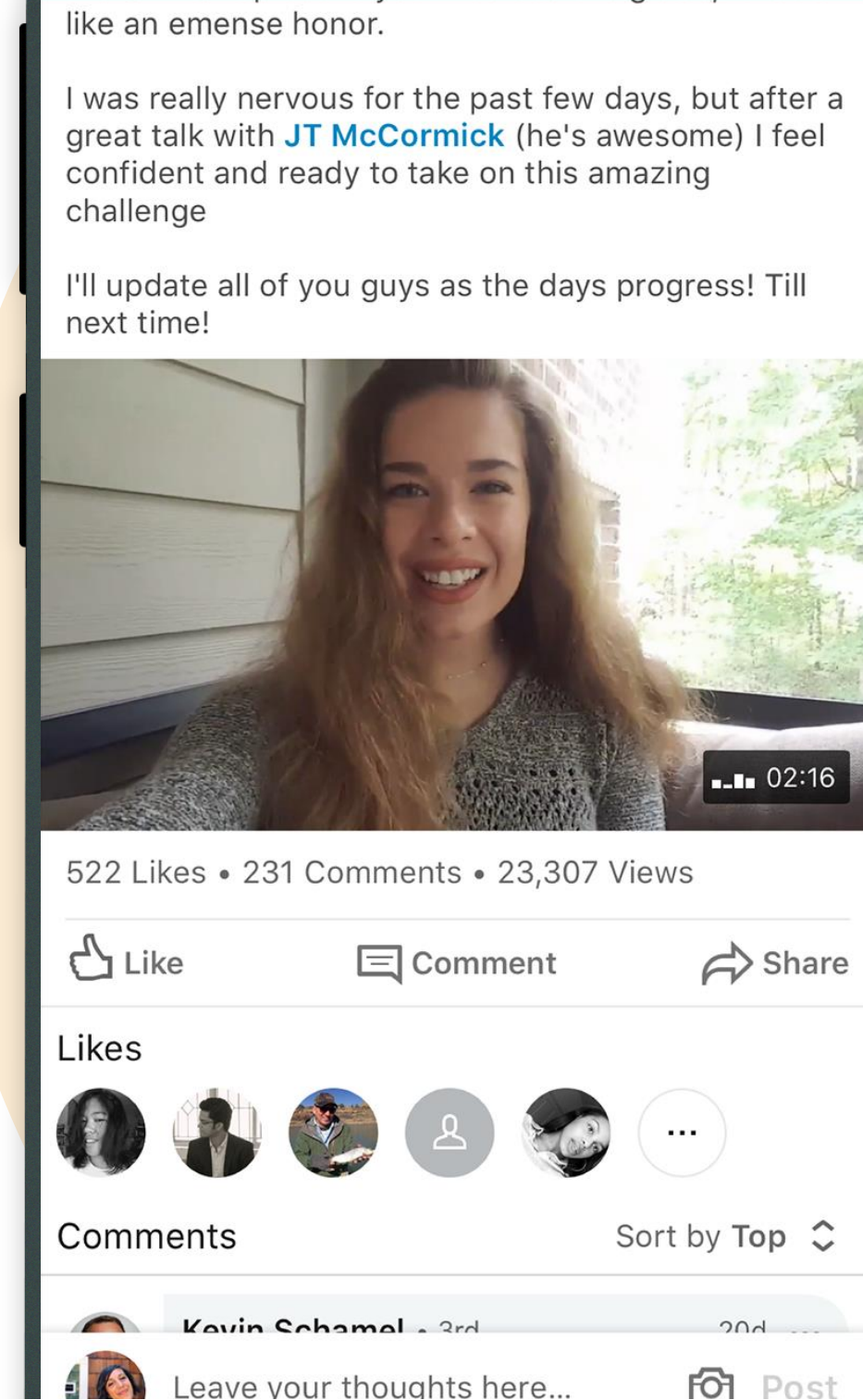
When you add in other variables that can impact blood-sugar levels, like sports and surging hormones associated with being a teenager, it takes incredible focus and determination to manage this disease day-in and day-out.



Video Engagement

More than 50% of LinkedIn members are seeing video in their feeds on a daily basis

Video Formats: 1x1, widescreen, vertical (coming soon)

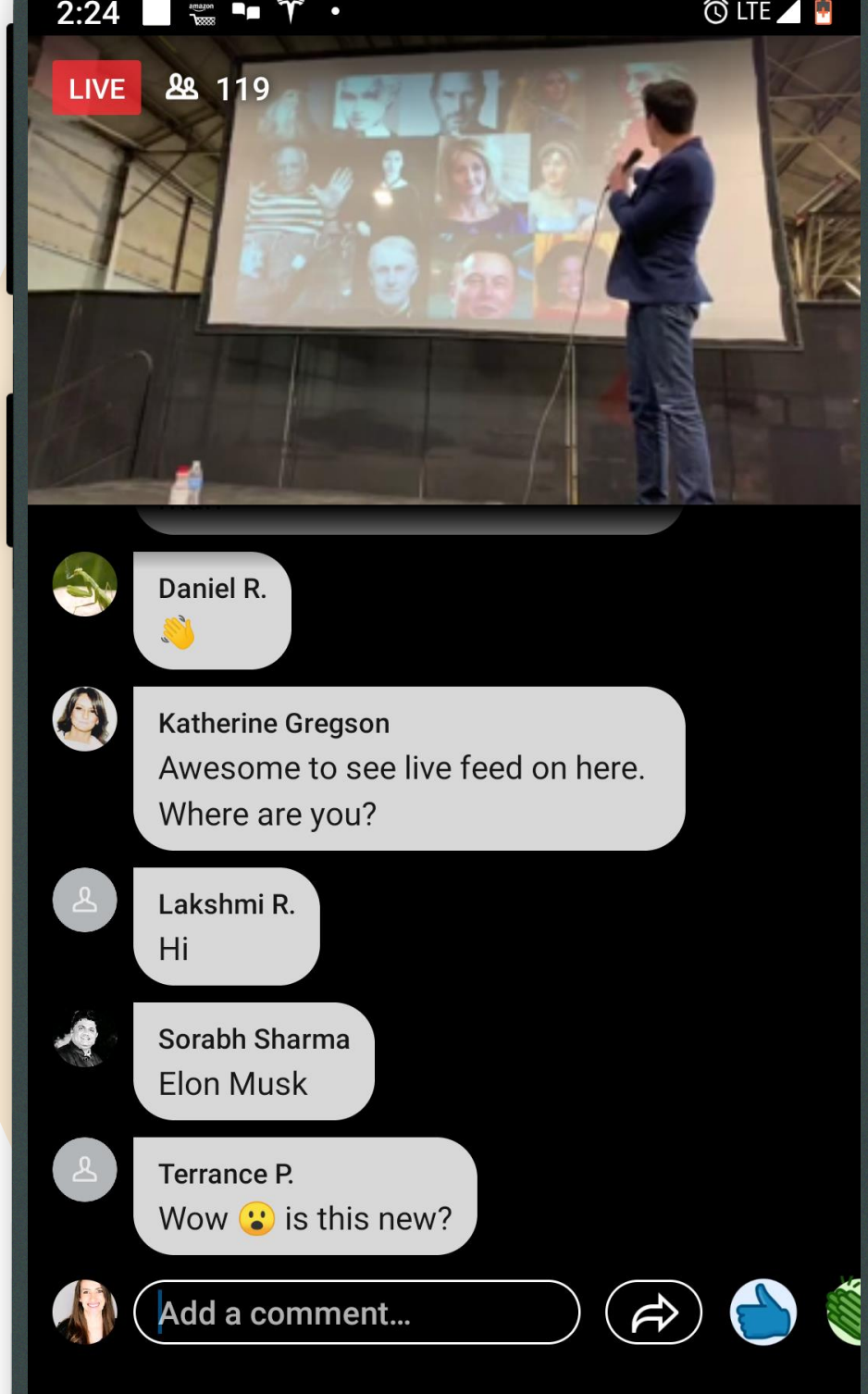


Live Video

Currently beta-testing for individuals and Pages

Good live videos are timely and interactive

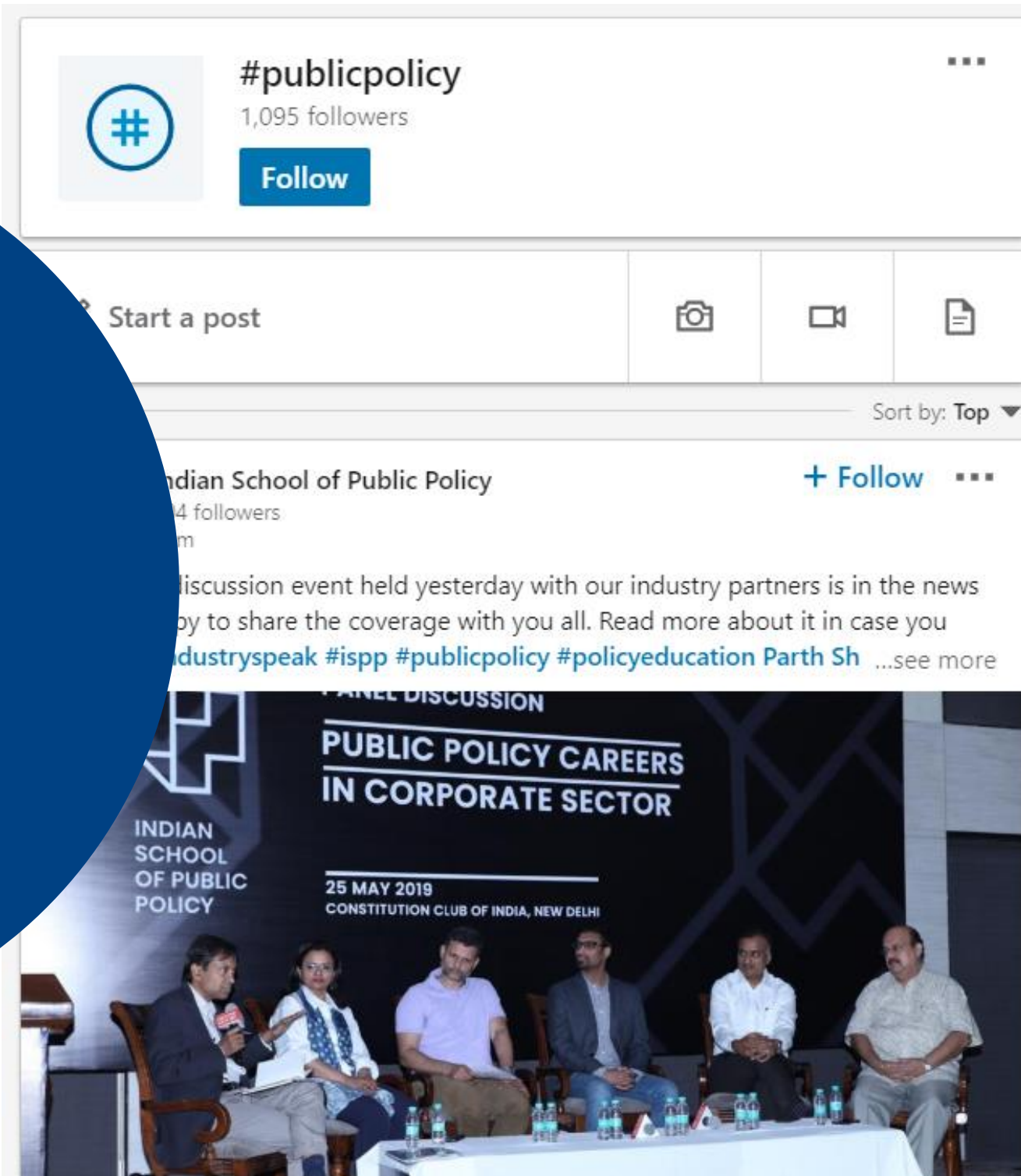
Appear as a standard video post once the live-stream is complete



Short-Form Posts



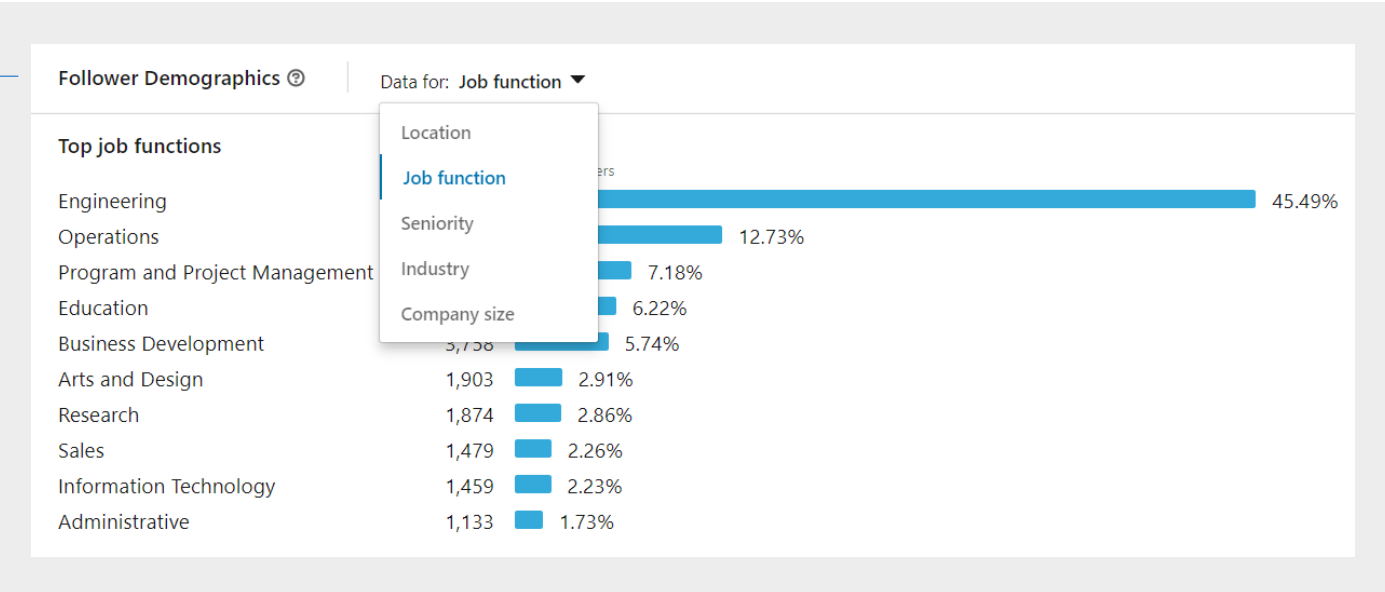
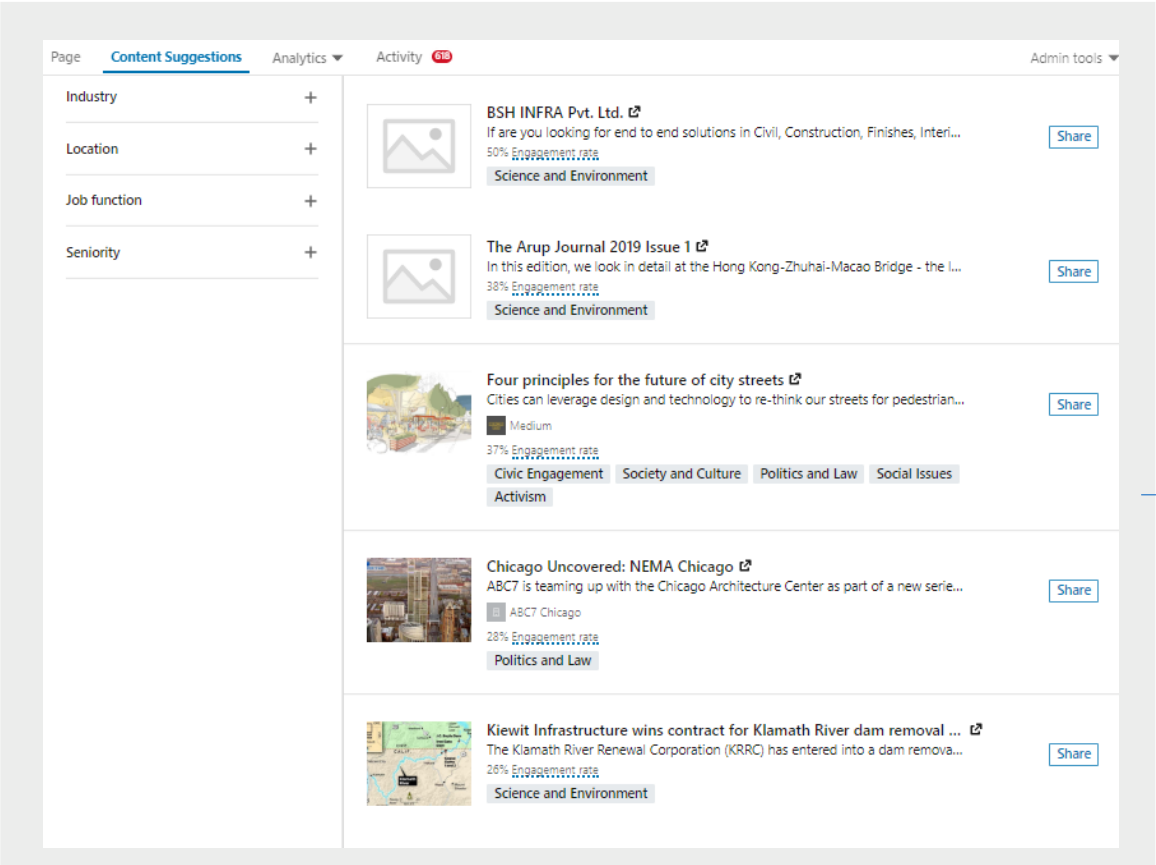
Hashtags



Understand Your Organic Audience

Follower Analytics

Are your followers members, other stakeholder audiences, or vendors?



Content Suggestions

Use this to understand what content your followers, or the broader LinkedIn universe, is engaging with

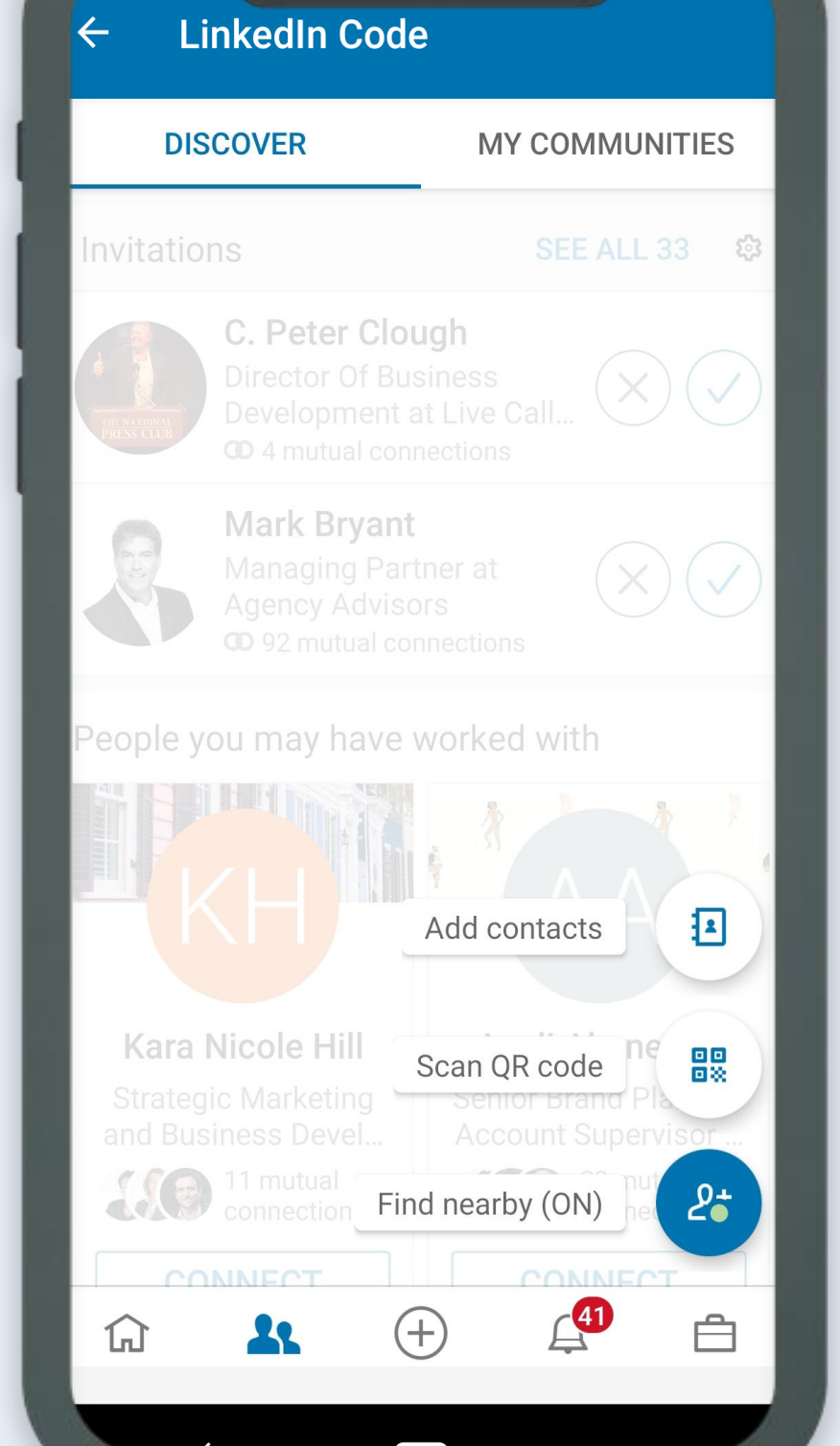
Then Amplify to the Right Audiences



Note: only
Pages can
advertise

01	02	03
Policymakers & Influencers	Media	Members
<p>Educate the people who work in the industries that make and influence legislative and regulatory policy. Build a solid foundation, and then make the ask.</p> <p>Targeting strategy:</p> <ol style="list-style-type: none">1. Industry2. Company Name3. Job Title4. 1st Party Connections	<p>Reporters use LinkedIn to research the issues, industries, companies, and people they cover. Make sure reporters know where you stand on an issue and have easy access to your research and data.</p> <p>Targeting strategy:</p> <ol style="list-style-type: none">1. Industry + Job Function2. Job Title3. Upload Press List	<p>Acquire and activate advocates, and make sure your members know you’re advocating on their behalf.</p> <p>Targeting Strategy:</p> <ol style="list-style-type: none">1. Member & Prospect Lists2. LinkedIn 1st Party Data<ul style="list-style-type: none">• Industry• Job Title• Function• Skills• Seniority

Party Tricks



Thank you