

How to maximise your LinkedIn platform as a consultant



Hannah Wheeler
Social Media and Digital
Marketing Executive



Today's agenda

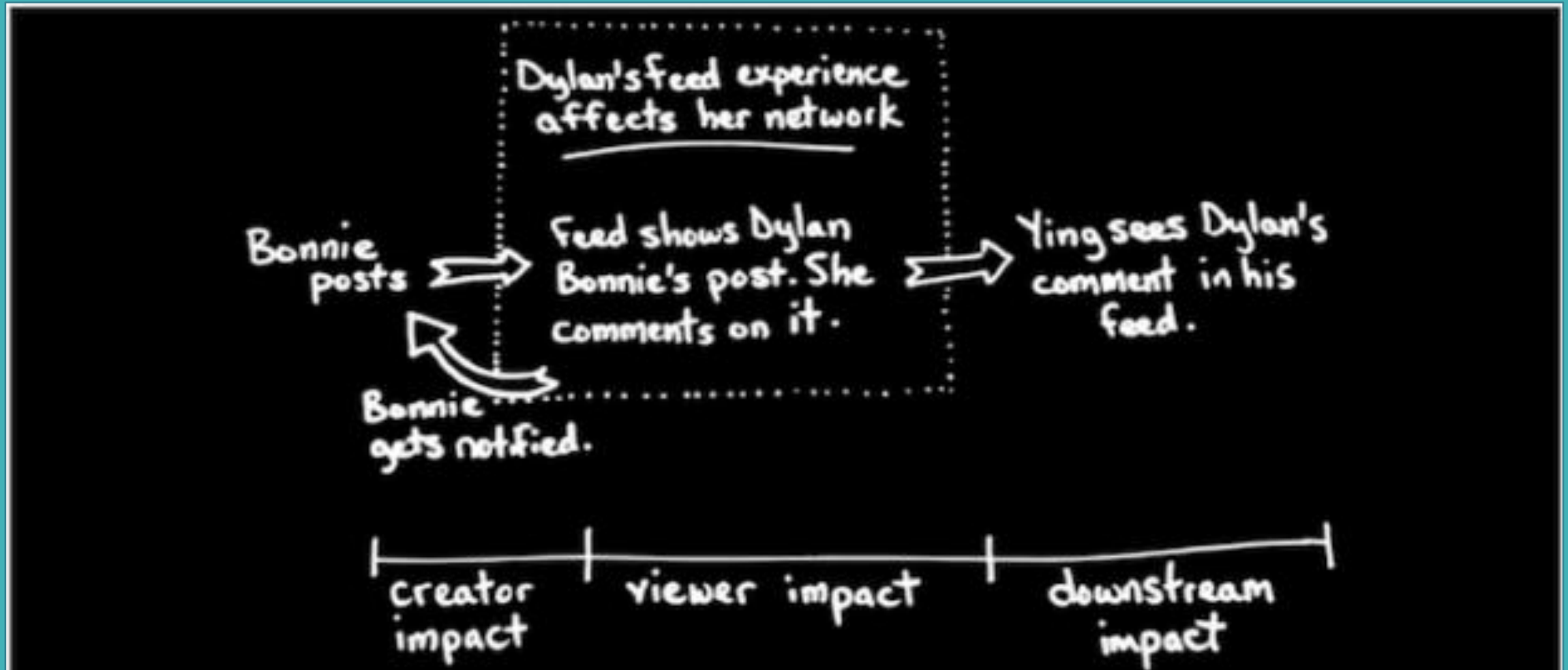
- A brief introduction to how LinkedIn works
- How to optimise your LinkedIn profile
- How to grow your network
- How to find clients
- How to engage with your network and community
- Q&A – get your questions ready!



Exercise:

Raise your hand if you have ever found an opportunity through LinkedIn!

How LinkedIn works



How to optimise your LinkedIn profile

1: Profile picture

2: Banner image

3: Myhrtoolkit HR software logo

Hannah Wheeler
Social Media and Digital Marketing Executive at Myhrtoolkit HR software
Sheffield, England, United Kingdom · 418 connections · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

Myhrtoolkit HR software
 Sheffield Hallam University

Experience

Social Media and Digital Marketing Executive 4
Myhrtoolkit HR software · Full-time
Nov 2020 – Present · 3 mos
Sheffield, England, United Kingdom

In this role, I am responsible for:

- The creation and delivery of social media content.
- Maintaining social media channels and engaging with customers.
- Social media advertising.
- Creating organic engagement and leads through social media channels.
- Social media monitoring and analytics.

Skills & endorsements

[Take skill quiz](#) 5 [Add a new skill](#)

Social Media Marketing · 24

Endorsed by Rik Courtney, who is highly skilled at this

Endorsed by 4 of Hannah's colleagues at Be More Social

1

Headshot



1

Hannah Wheater

Social Media and Digital Marketing Executive at Myh
HR software

Sheffield, England, United Kingdom · [418 connections](#) ·

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[More...](#)

About

- Having an updated headshot makes your account recognisable and professional
- A photo of your face with shoulders in the frame is classed as a typical headshot

2

Cover image

2

myhrtoolkit
HR Software for business

Hannah Wheeler
Social Media and Digital Marketing Executive at Myhrtoolkit HR software
Sheffield, England, United Kingdom · 418 connections ·
[Contact info](#)

Myhrtoolkit HR software
Sheffield Hallam University

Open to ▾ Add profile section ▾ More...

About

- Makes your account look more professional; helps you stand out
- LinkedIn recognises users with banner photos as active users
- Helps promote the company you currently work for organically
- **Tip: can only update on desktop!**

3

Headline

Hannah Wheeler

Social Media and Digital Marketing Executive at Myhrtoolkit HR software

Sheffield, England, United Kingdom · 418 connections · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

About

- Update the headline to suit your personality, industry, or job role
- Short and snappy!
- Helps users understand more about you from an initial impression

4

Company & job description

Experience



Social Media and Digital Marketing Executive

Myhrtoolkit HR software · Full-time
Nov 2020 – Present · 3 mos
Sheffield, England, United Kingdom

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Digital Guru

Be More Social · Full-time
Jun 2020 – Nov 2020 · 6 mos
Doncaster, England, United Kingdom

4

- LinkedIn pushes your account's visibility as it sees the account as an active user.
- Either consider writing short bullet points describing your job role or a short statement.
- **Tip: focus on your most recent and relevant positions!**

5

Skills and endorsements

Skills & endorsements

Take skill quiz

5

Add a new skill



Social Media Marketing · 24



Endorsed by Rik Courtney , who is highly skilled at this



Endorsed by 4 of Hannah's colleagues at Be More Social

Marketing · 19



Endorsed by 2 of Hannah's colleagues at Be More Social

Customer Service · 15

Paul Robinson and 14 connections have given endorsements for this skill

- Credibility and reassurance for people looking to hire you, be a client, or connect
- Having endorsements can hugely credit your account; LinkedIn **far** more likely to promote your posts/posts that you have engaged on
- **Tip: only list the most important skills and ask your close connections to endorse them**

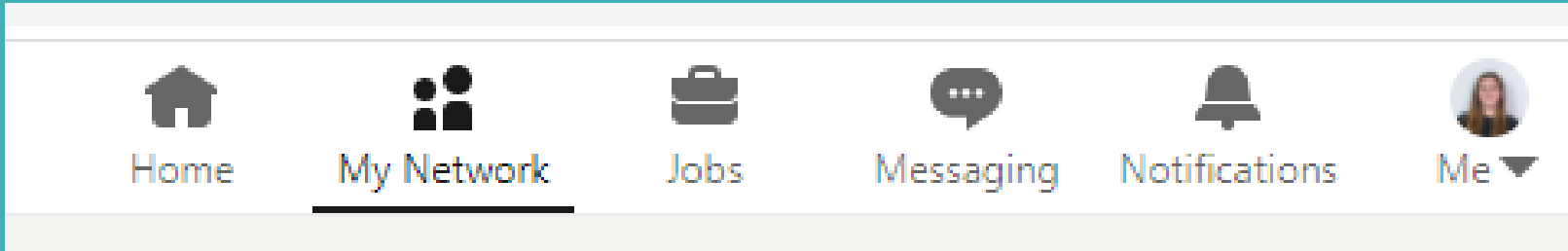
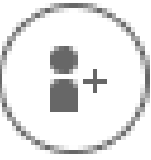
How to grow your network

- 1 Sending connection requests
- 2 Joining groups



1 Sending connection requests

Connect



- LinkedIn suggests accounts similar to yours/with connections in common.
- Find suggested accounts: go to 'My Network' on the home page/on the right hand side of the screen on your personal profile.
- **Tip: check out the accounts that LinkedIn recommend for you to connect with; don't connect with people that aren't of interest**

People you may know



Beki N

We provide top notch custom T-shirts & Hoodi...



Kevin Mousley

Software Trainer /Senior HR Systems Consultant a...



Joshua Brown

Customer Success Manager at Passageways



Harps Dhesi

Account Development Manager at CIPHR -...



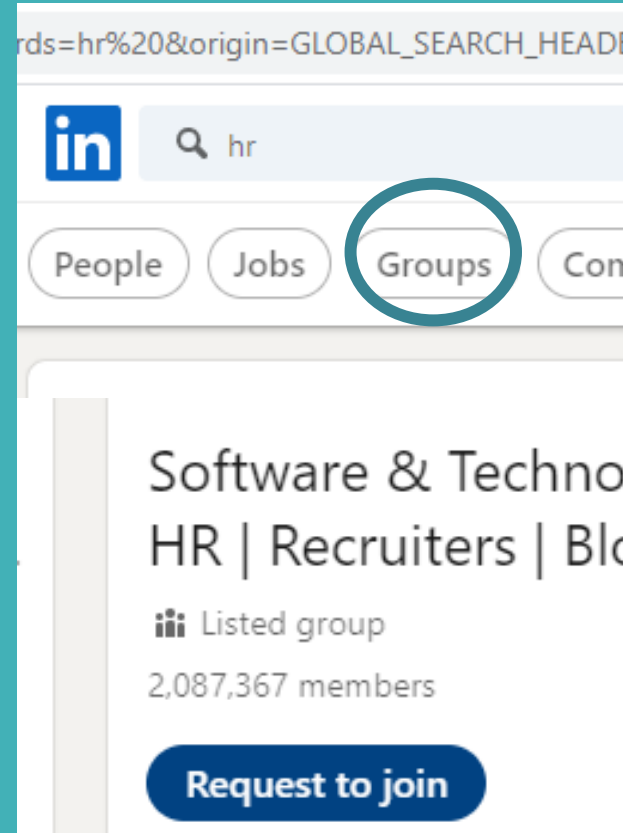
James Rowland

Technical Support Engineer at insightsoftware



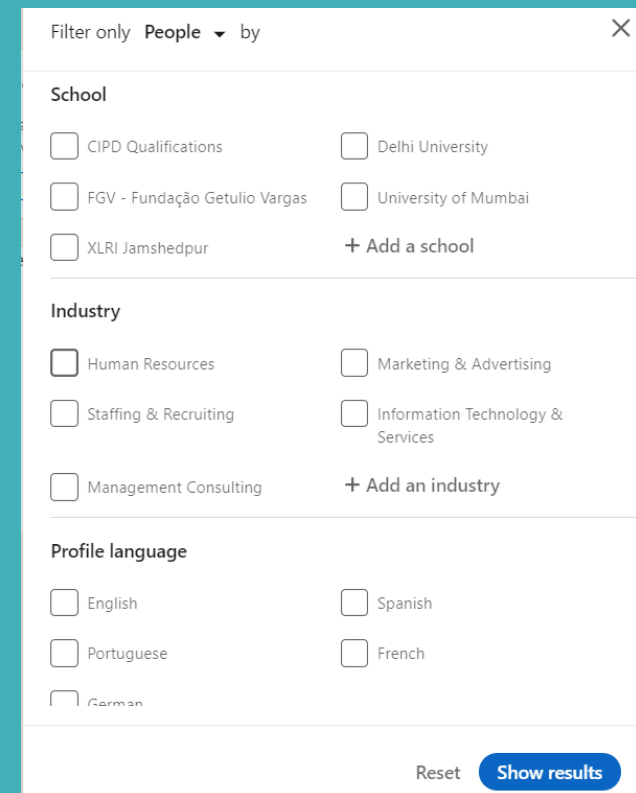
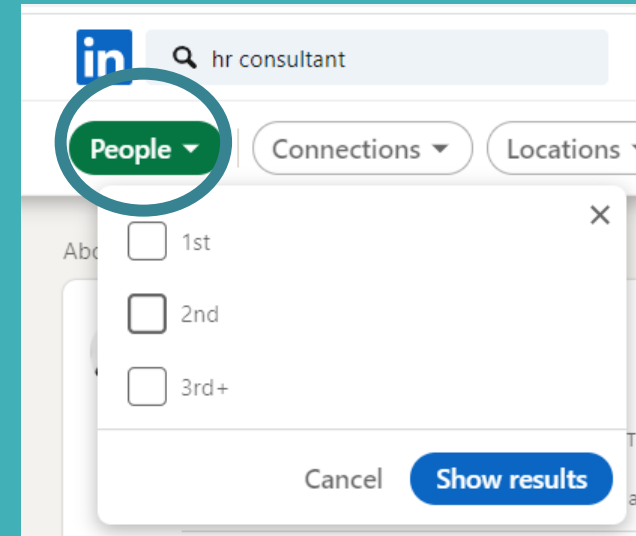
2 Joining groups on LinkedIn

- Lots of active groups relevant to businesses.
- Search for groups and request to join. Once approved, see what conversations are sparking in them!
- **Tip: search for groups that your clients may have already joined and groups that are industry based for you.**



How to find clients

- Actively search for a demographic/industry
- Search bar: search some specific keywords e.g. job title
- Filter by: 1st, 2nd or 3rd connections, location, industry, company name, school, keywords in their profile
- **Tip: Many people find an immediate sales pitch abrasive. I recommend contacting them directly a while after connecting.**



How engage with your community

- 1 Follow hashtags
- 2 Share your posts into groups
- 3 Like, comment, share, participate



1

Follow hashtags

1



#recruitment

+ Follow



#success

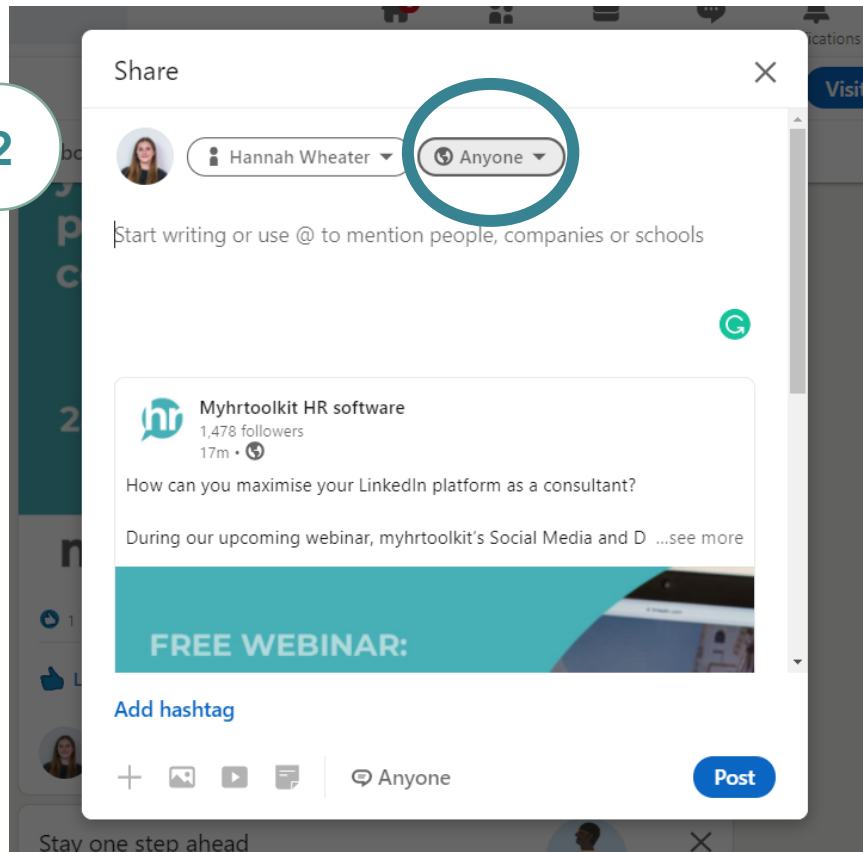
+ Follow

- Helps you view more of the specific content that you're interested in/clients may be interested in
- Jump onto the conversation!
- **Tip: Work-related hashtags are more active e.g. #humanresources**

2

Share your posts in groups

2



- When sharing a post, click 'anyone' to share that post in a specific group that you've joined.
- If this post is relevant, you may see a lot of engagement, helping you network!

3

Like, comment, share and participate!

3



- Engage with your community and invest time in creating relationships virtually with LinkedIn!



Recap

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- How to find clients
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Questions?



my@toolkit

Next webinar:

How to run engaging
webinars



Camille Brouard
Senior Marketing Executive