



BACK 2 WORK-SHOP SERIES
FEEL THE LINKEDIN LOVE
PROFESSIONAL PROFILE

PRESENTED BY ANDY RANDAZZO & LIZ BURKE



Speaker Introductions

ANDY RANDAZZO

HitState Marketing Agency, Owner
Digital Marketing Specialist
Brand Marketing Strategies



LIZ BURKE

Liz Burke Media, Owner
Communications Professor
Broadcast Journalist
PR & Crisis Management Specialist



Upcoming Workshops

Thurs., July 9 at 12 – 1 PM:

Social Media with Sizzle

Wed., July 22 at 12 – 1 PM:

Rock Your Email Marketing

Thurs., Aug. 6 at 12 – 1 PM:

A Website Workout

Thurs., Aug. 27 at 12 – 1 PM:

Power Your PR



Agenda

- Why Use LinkedIn?
- Questions to Ask Yourself
- Spreading the LinkedIn Love
- LinkedIn Profile Overview
- LinkedIn Content
- Building Your Network
- LinkedIn Groups
- What to Do Every Business Day
- Q&A: Please type your questions in the Q&A box below and we will answer verbally at the end of the workshop



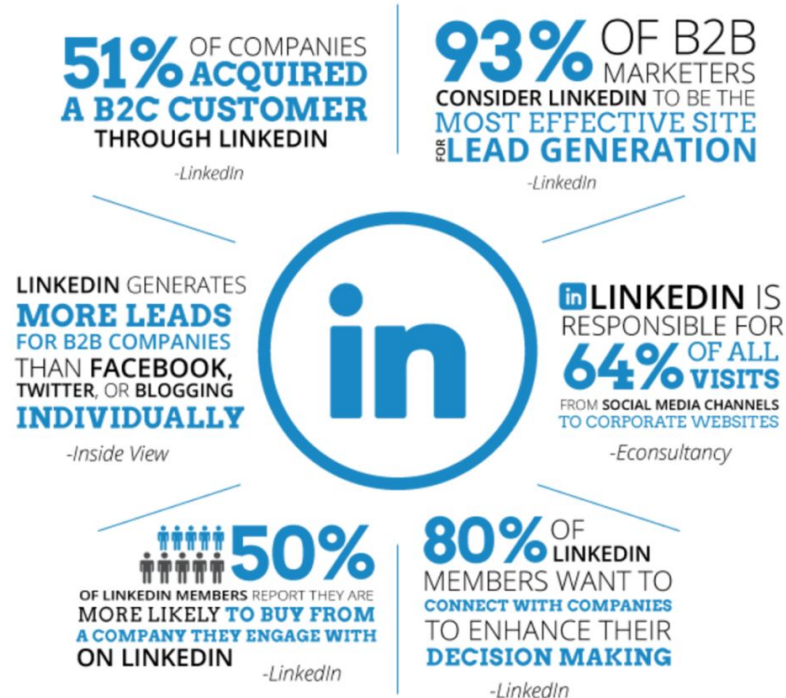
Why Use LinkedIn?

- 500+ million members in over 200 countries
- Career & professional networking
- Job hiring & recruitment
- Personal & business branding
- Industry & business trends



Questions to Ask Yourself

- What is your goal(s) for using LinkedIn?
- Who are your audiences?
- What do your audiences care about?
- How can you help your audiences?



Spreading the LinkedIn Love

- Like
- Comment
- Share + Comment
- Recommend
- Endorse



Like



Celebrate



Love



Insightful

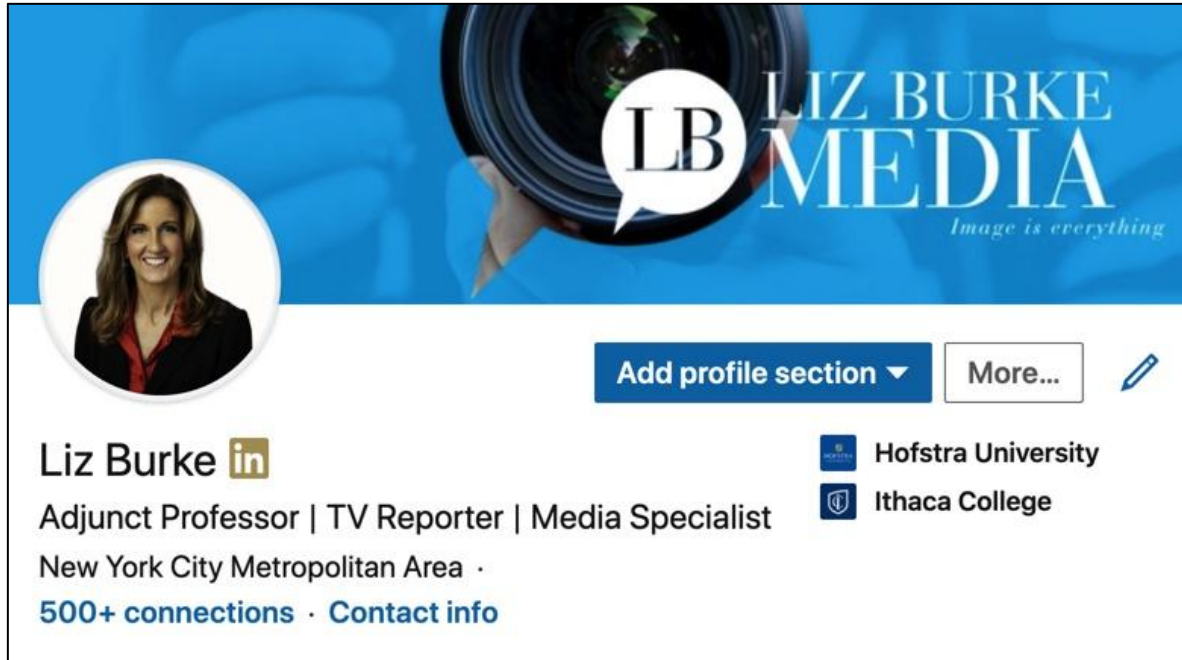


Curious




LinkedIn Profile Overview

- Liz Burke's LinkedIn




The screenshot shows the top portion of a LinkedIn profile for Liz Burke. The header banner features a blue background with a camera lens graphic and the 'LB LIZ BURKE MEDIA' logo with the tagline 'Image is everything'. Below the banner is a circular profile picture of Liz Burke. To the right of the profile picture are two buttons: 'Add profile section' and 'More...'. Below the profile picture, the name 'Liz Burke' is followed by the LinkedIn logo. Underneath the name is the title 'Adjunct Professor | TV Reporter | Media Specialist' and the location 'New York City Metropolitan Area'. At the bottom of this section are the links '500+ connections' and 'Contact info'. To the right of the title, there are two education logos: Hofstra University and Ithaca College.


Liz Burke 

Adjunct Professor | TV Reporter | Media Specialist

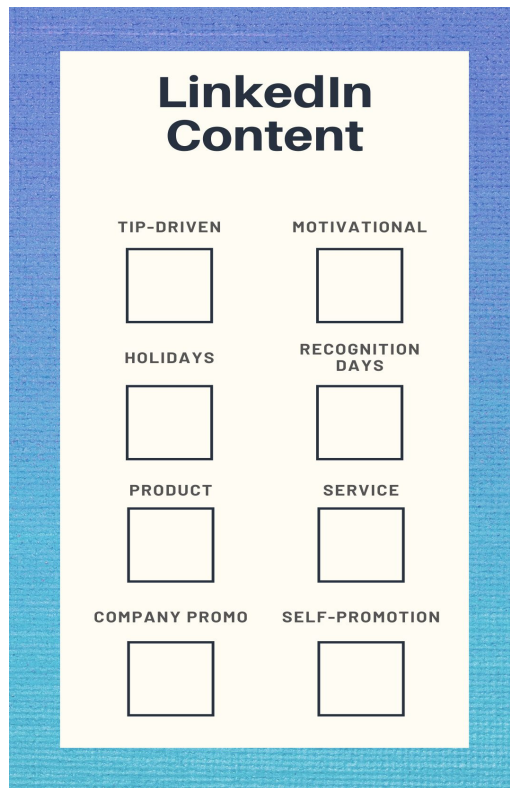
New York City Metropolitan Area ·

[500+ connections](#) · [Contact info](#)

 Hofstra University

 Ithaca College

Content Buckets



Post Examples



Andy Randazzo • 1st

We help businesses grow with the right marketing strategies.
1w • 🌐

Hello LinkedIn Community. We are hiring and currently looking for a Social Media Intern to start immediately. This is a great opportunity for someone to collaborate and learn, as well as gain exposure and experience to ...see more



Andy Randazzo • 1st

We help businesses grow with the right marketing strategies.
2h • 🌐

👍👍 We Love Our Clients! 👍👍

#hitstate #marketing #branding #digitalmarketing #socialmedia ...see more

Andy has incredible creative approach and has made a difference in my company's branding with logo design, marketing ideas and website impact.

Jason Kohl

Kohl Capital & Associates



Post Examples



Liz Burke

Adjunct Professor | TV Reporter | Media Specialist
3w • 28

Honoring our military heroes who made the ultimate sacrifice.
#MemorialDay2020



Liz Burke

Adjunct Professor | TV Reporter | Media Specialist
2mo • 28

Keep moving forward. #wfhlife #zoom #virtualclassrooms

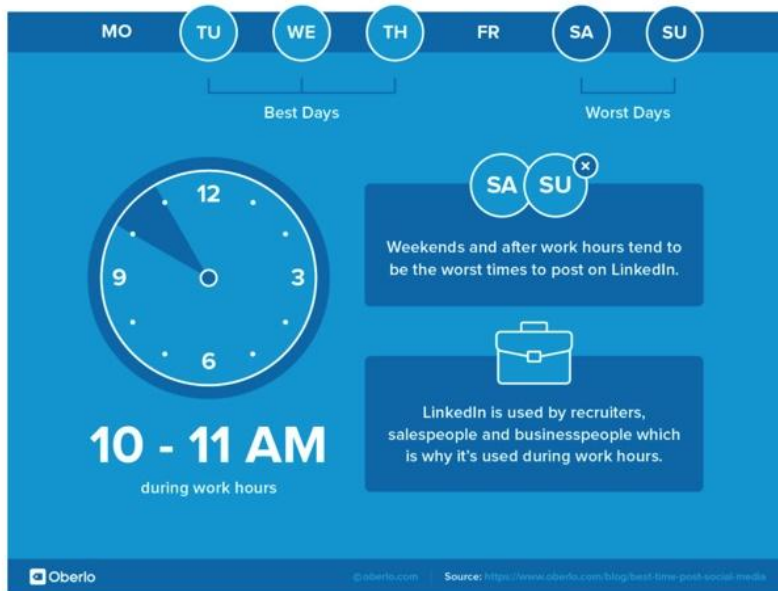


Content Calendar

LIZ BURKE MEDIA	JUNE	TIME	TOPIC	POST	MULTIMEDIA	LINK
WEEK 1						
FACEBOOK	1-Jun	10AM	National Say Something Nice Day	Find a way to be nice today: give a compliment, share a smile, provide support, lend a helping hand	Canva	N/A
FACEBOOK	2-Jun	10AM	Promo workshop	Best Practices for the Job Seeker	Graphic	Register link
TWITTER	1-Jun	10AM	National Say Something Nice Day	Find a way to be nice today: give a compliment, share a smile, provide support, lend a helping hand	Canva	N/A
TWITTER	2-Jun	10AM	Promo workshop	Best Practices for the Job Seeker	Graphic	Register link
INSTAGRAM	1-Jun	10AM	National Say Something Nice Day	Find a way to be nice today: give a compliment, share a smile, provide support, lend a helping hand	Canva	N/A
INSTAGRAM	2-Jun	10AM	Promo workshop	Best Practices for the Job Seeker	Graphic	Register link
LINKEDIN	1-Jun	10AM	Monday Motivation	Monday Motivation: Your future is up to you.	Unsplash	N/A
LINKEDIN	2-Jun	10AM	Promo workshop	Best Practices for the Job Seeker	Graphic	Register link

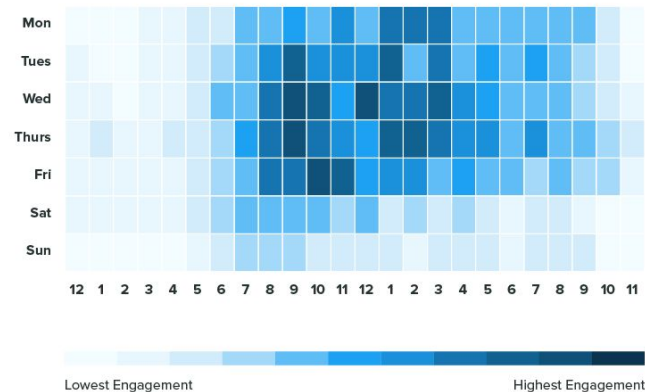
Scheduling

Best Time to Post on LinkedIn



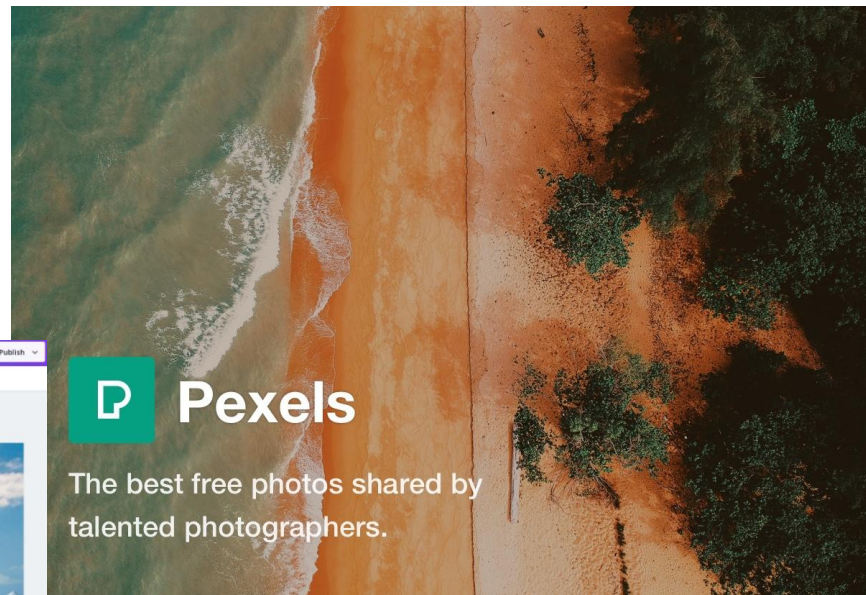
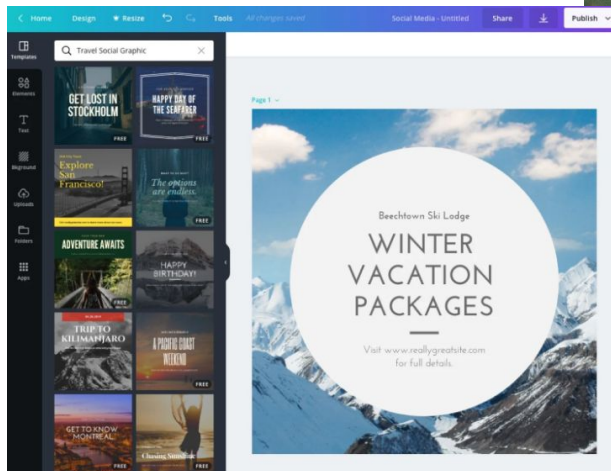
LinkedIn Global Engagement

sproutsocial



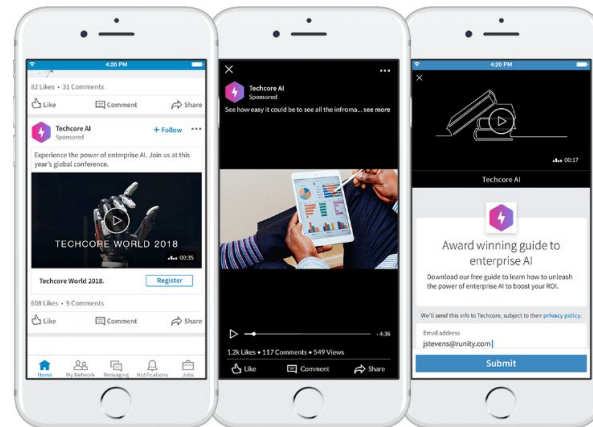
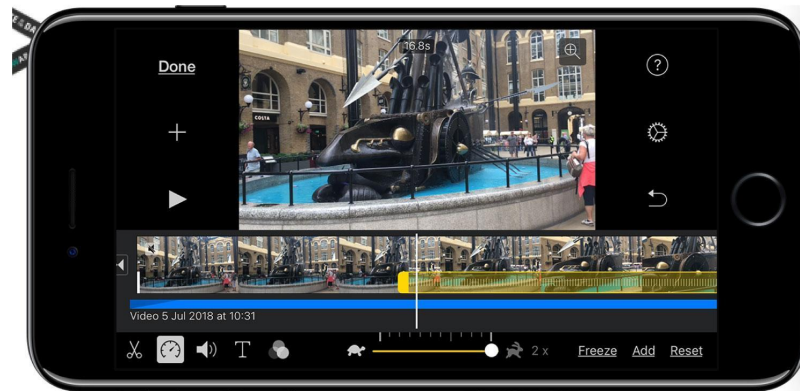
Visuals

- Authentic photography
- Stock photography (i.e. Pexels, Pixabay, Unsplash)
- Graphics (i.e. Canva, FontCandy)



Video

- Be creative
- Provide helpful tips
- Explain product/service
- Keep video short
- Include overlay text
- Use editing tools:
 - iMovie
 - Adobe Rush
 - Adobe Spark
 - Adobe Premiere Pro



Hootsuite: schedule posts on multiple platforms

The screenshot displays the Hootsuite Planner interface. At the top, there are tabs for 'Publisher', 'Planner', 'Content', and 'Promote'. The 'Planner' tab is active, showing a calendar view for 'Nov 24 - 30, 2019'. The left sidebar contains 'All Posts' and 'NETWORKS' with profiles for 'LizBurke7' and 'Liz Burke'. The main grid shows a schedule of posts:

- Monday, Nov 25, 9:35am:** Two tweets from 'Liz Burke' and 'LizBurke7' with the text '#MondayMot' and an image of a person.
- Tuesday, Nov 26, 1:30am:** Two tweets from 'LizBurke7' and 'Liz Burke' with the text '@TuesdayTip: 1' and an image of a hand holding a phone.
- Thursday, Nov 28, 9:30am:** Two tweets from 'Liz Burke' and 'LizBurke7' with the text '#Thankful' and an image of a Thanksgiving card.

Building Your Network

- Post quality over quantity
- Comment on others' posts
- Invite people to connect
- Get people to invite you
- Join industry groups



Joining a Group

- Search LinkedIn by industry/interest keywords
- Identify groups that match industry/interests
- Send group membership requests
- Once accepted, follow group rules
- Learn and engage



SEARCH 692 results for public speaking

Advanced >

All
Groups
More...

Relationship
☒ All
☐ 1st Connections (5)
☐ 2nd Connections (172)
☐ 3rd + Everyone Else (519)

Categories
☒ All
☐ Your groups (0)
☐ Open groups (315)
☐ Members only (377)

Languages
☒ All
☐ English (580)
☐ Italian (2)
☐ French (2)
☐ Bahasa Indonesia (2)
☐ Spanish (1)
 + Add

Public Speaking Network
 This is a group of people who want to be dynamic public speakers and are looking for opportunities to speak to groups and ...
 Active: 44 discussions this month · 10,448 members
 > 904 in your network · Similar

Public Speaking
 A network of people interested in public speaking. Professional speakers, Toastmasters, people who give speeches at work ...
 Very Active: 74 discussions this month · 6,879 members
 > 221 in your network · Similar

Public Speaking & Presentation Skills for Professional Speakers, Presenters, Seminar Leaders
 Network, Connect and Learn from: * Public Speakers * Professional Presenters * Seminar Leaders * Workshop Leaders * ...
 Very Active: 79 discussions this month · 2,035 members
 > 91 in your network · Similar


Public Speaking Bloggers
 This group is for those who blog about the topics of public speaking, communication and influence. Use this group to ...
 Active: 45 discussions this month · 1,782 members
 > 67 in your network · Similar

Magic of Public Speaking
 The goal of this group is to make each member a world-class speaker. How? Through world-class public speaking tips, ...
 7 discussions this month · 530 members
 > 26 in your network · Similar

Starting a Group

- “Work” dropdown -- “Groups” -- “Create Group” button
- Fill in fields & include rules
- Invite LinkedIn users to join
- Post welcoming messaging & purpose of group
- Post regularly & ask questions to increase engagement

Create group



* Indicates required

Group name *

Inspiring Entrepreneurs in DC 0/100

Description *

What is the purpose of your group? 0/2000

Industry (up to 3)

Add industry +

Location

Add a location to your group

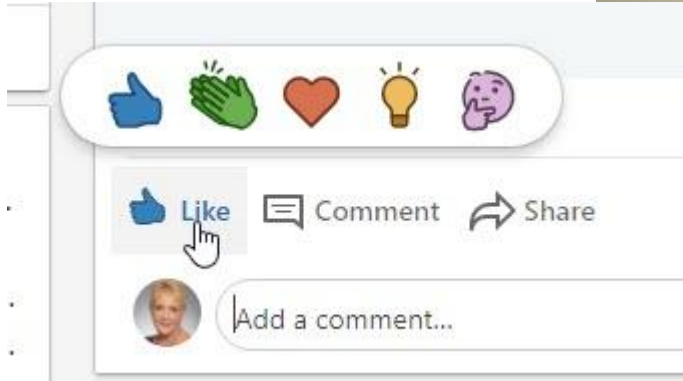
Group rules

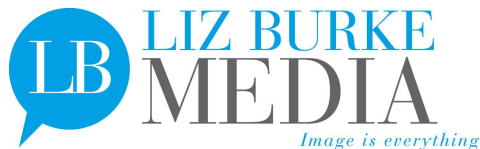
Set the tone and expectations of your group

Create

What to Do Every Business Day

- Check notifications
- Like
- Comment
- Share
- Send a connection request





- Social Media Training
- Professional Speaking Training
- Presentation Skills Training
- Media Training
- Job Interviewing Training
- Public Relations
- Crisis Management

Email: liz@lizburkemedias.com

Web: LizBurkeMedia.com

Phone: (917) 573-1440

- Social Media Marketing
- Email Marketing
- Virtual Events
- Website Development
- Video Production
- Marketing Strategy
- Brand Strategy

Email: andy@hitstate.com

Web: HitState.com

Phone: (516) 660-2084

Questions



Type a question in the Q&A box below



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