



LinkedIn Masterclass

How to Raise Your Visibility on LinkedIn & Boost Employability

Webinar Schedule



1. 45 minutes of training
2. Q&A

Let's Connect!

<https://www.linkedin.com/in/jennifercorcoran1/>

Company Page: My Super Connector

LinkedIn Group: Networking Tips with My Super Connector



Follow Company Page



City, University of London Students' Union

We represent every student at City University providing activities through the good times, and support through the bad

Education Management · London · 213 followers



Clare works here · 36 employees

✓ Following

Visit website [↗](#)

More





6 Ways to Master Your Visibility on LinkedIn

Profile

Personal Brand

Participate

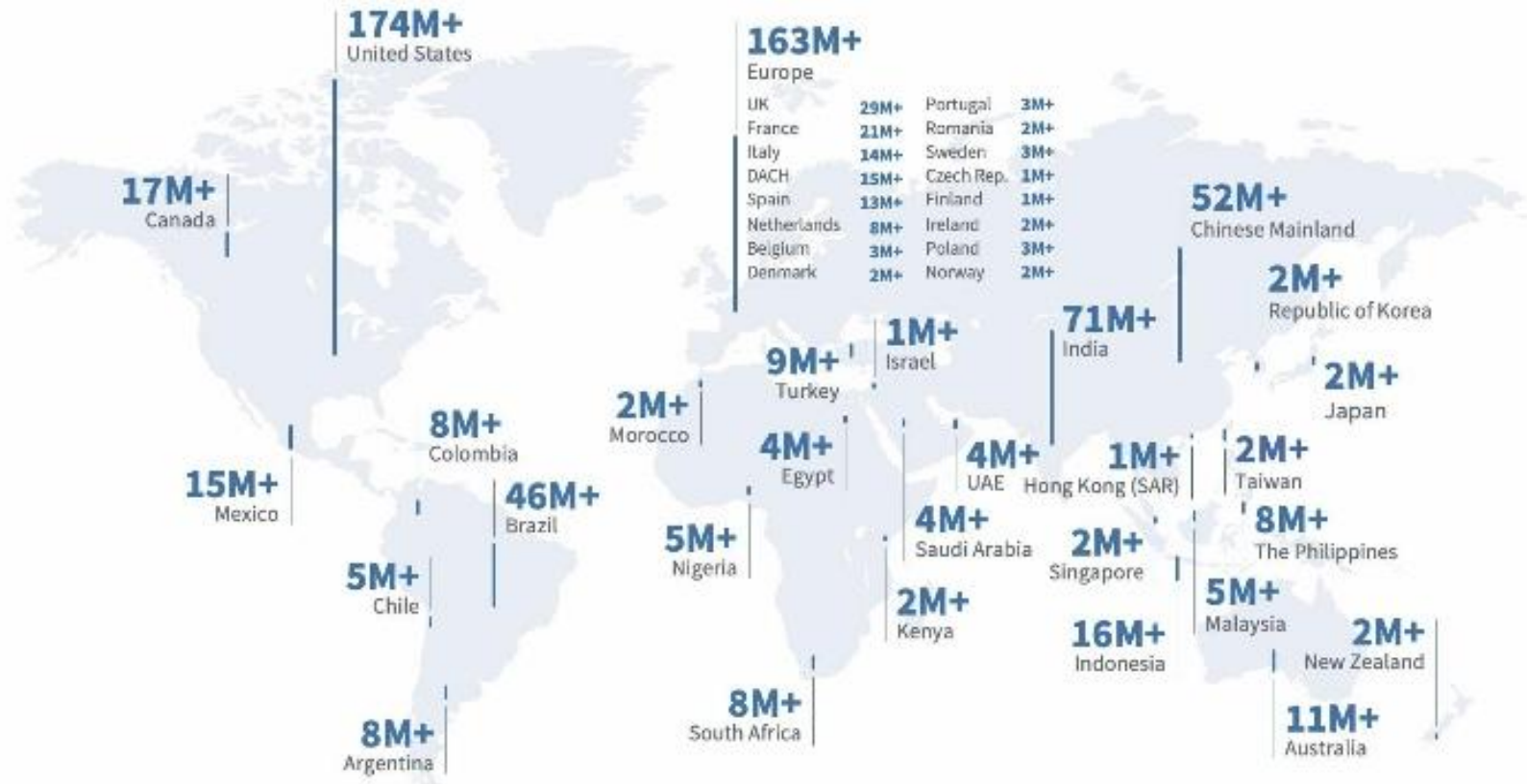
Social

Consistent

Community



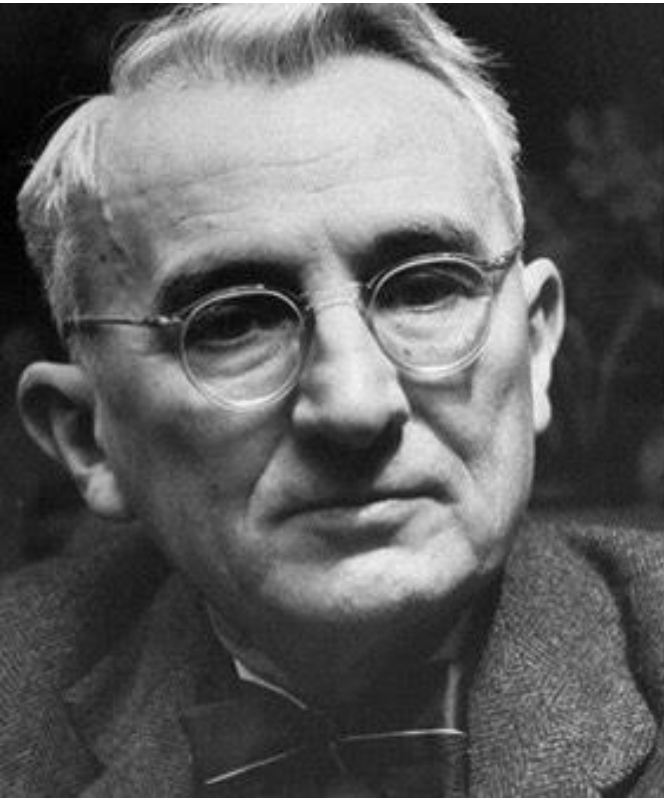
722 million members in 200 countries and regions worldwide



Source: LinkedIn October 28th 2020



The Secret to Networking on LinkedIn is **GIVING**

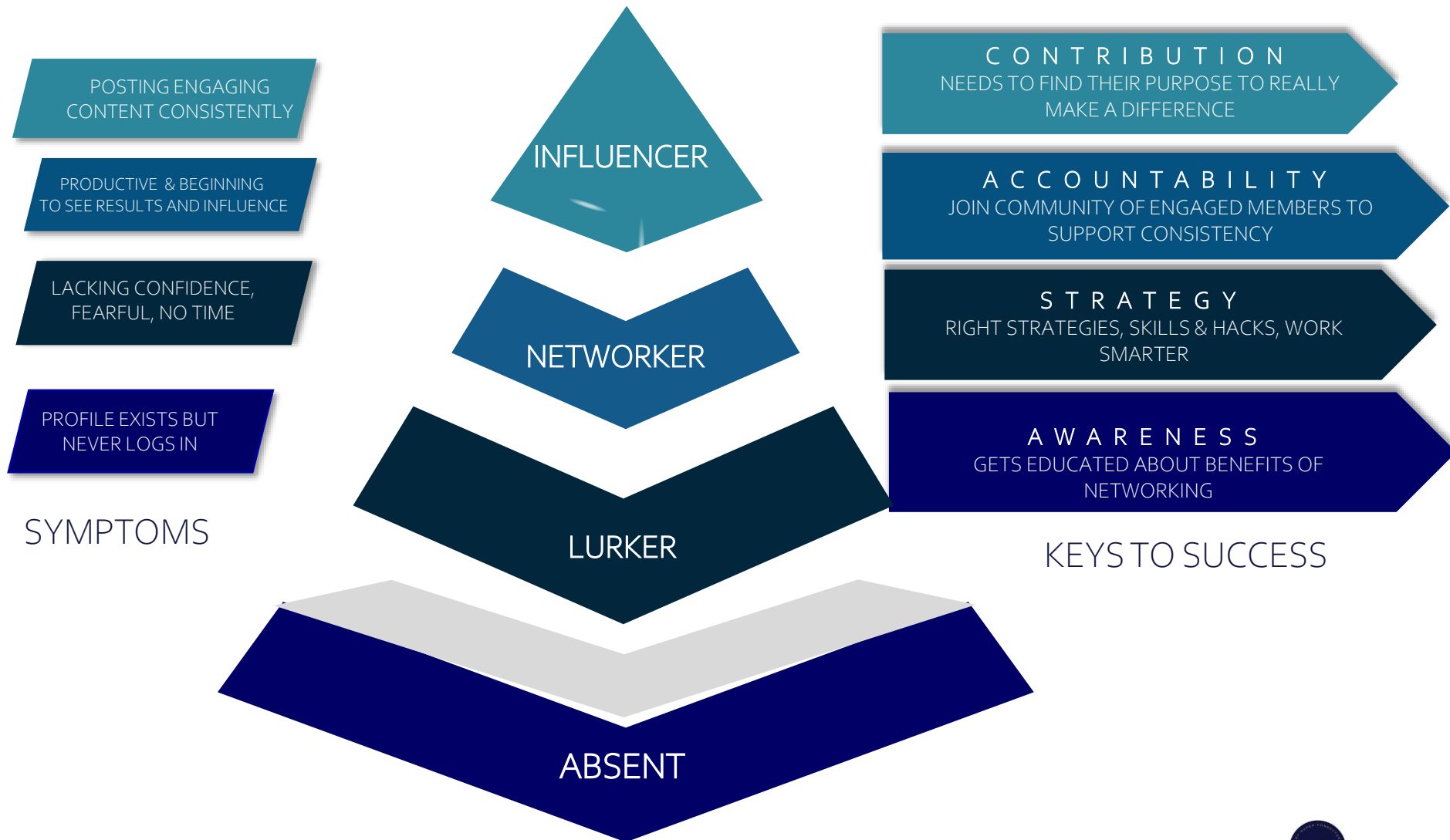


You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.

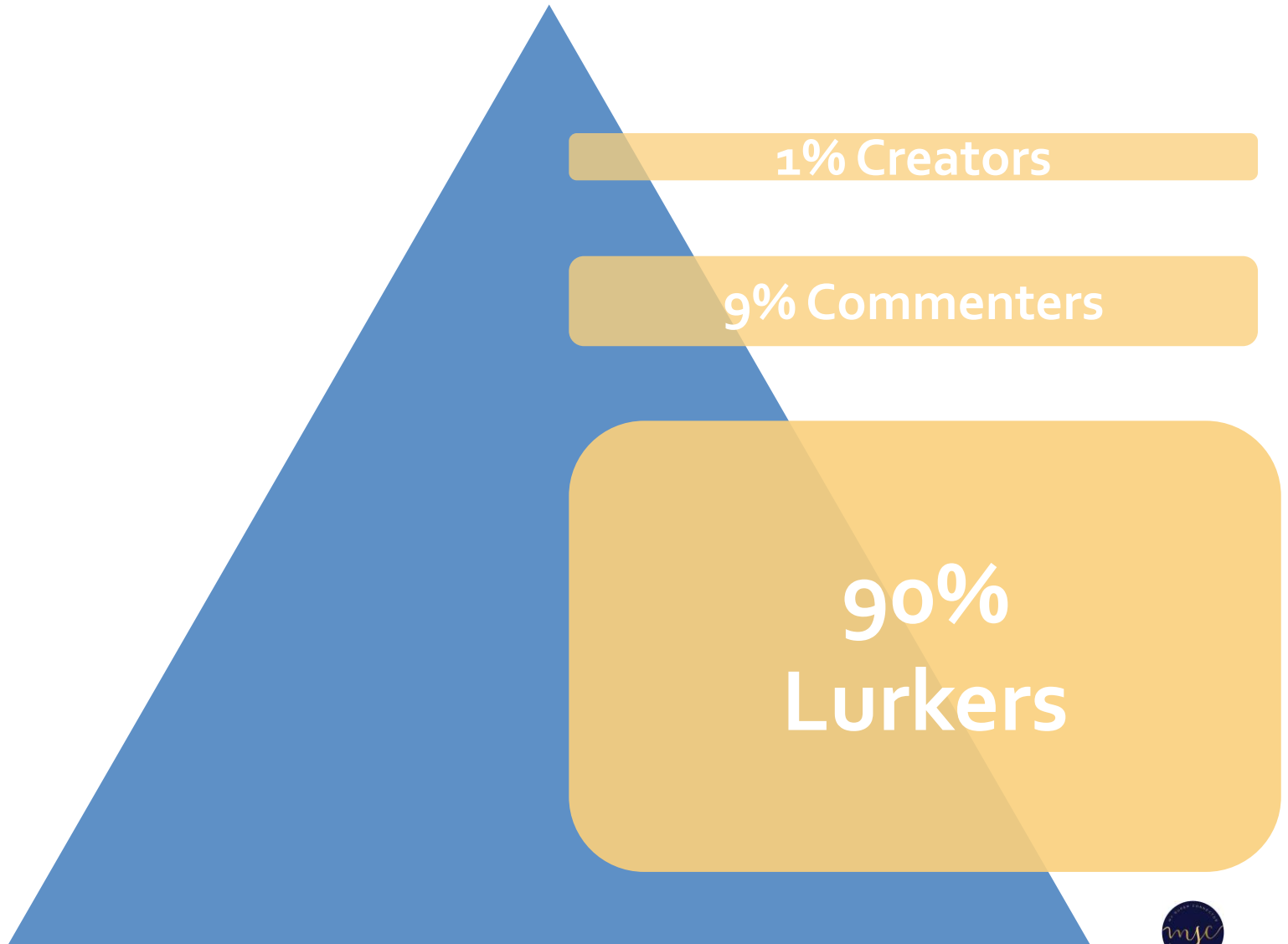
— Dale Carnegie —



LinkedIn Pyramid of Success – where are you?



LinkedIn User Breakdown Stats



What most of us think of LinkedIn



CVs



Human Resources



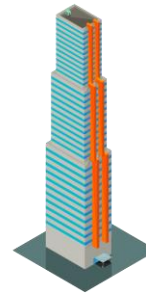
Spammy sales



Career services



Recruiters



Corporate

LinkedIn is...



An information rich database of connections, company pages and groups, searchable by Google and LinkedIn's own algorithm



A networking tool, where you can see mutual connections with third parties



A Platform for growing personal brands and establishing experts



A Platform for showcasing endorsements and recommendations



A way for potential clients to find what they need via:

LinkedIn search

LinkedIn groups

Content via their 1st, 2nd and 3rd degree connections





Business to Consumer



Influencer



Coffee Shop

LinkedIn works for ALL Businesses, ALL Industries and ALL Career Stages



Start-up



Salon



Business to Business



Benefits of LinkedIn as a Student Rep

- **To network with peers, alumni, organisations** (home feed, LinkedIn messenger & groups)
- **To find a new employer / employee (paid / voluntary)**
- To research & gather market intelligence
- To generate opportunities and build relationships
- To find new partners and businesses to collaborate with
- To establish yourself as an expert and thought leader in your field by answering questions and posting on your preferred subject



Why is your personal
brand necessary?





Your personal brand is your business

“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos
(CEO, Amazon)



Your personal brand is...

- Your reputation & credibility
- Your personality
- Your online presence
- Your energy



How to Master your Visibility on LinkedIn – The 2 P's

PROFILE:

- Optimise your LinkedIn profile with branding & keywords (SEO – Search Engine Optimisation)
- Privacy and Settings (turning on / off features)

PARTICIPATE:

- Via the home feed (posts, videos, articles, comments, polls & documents)
- Via LinkedIn Messenger (121 messages, group messages, written, audio & video messages)
- Via LinkedIn Groups (posts in the home feed, questions, comments & building your network)



My journey as a Personal Assistant



The Executive Secretary Top 250 Social Media Power List

powered by Rise

Rank	Influencer
1. ▶ (1)	Jennifer Corcoran Champion of the PA Profession Founder of My Super Connector Social Media Consultant
2. ▶ (2)	Jo Harrison #Productivity is key for small businesses today. Boost yours with my professional #virtualassistant services... Save Time, Save Money & Accomplish More #VA
3. ▶ (3)	David Gandy Asst Sim - Social Media Assistant to British supermodel David Gandy/ @DGandyOfficial since 2013
4. ▶ (4)	Sonia P Multilingual Internationally Travelled Private and Personal Assistant - Curious, enthusiastic, and always looking for better ways of doing things
5. ▶ (5)	Jess Fleming PA @Syco Former PA to @OfficialALW Finalist @PAoftheYear 2013 & 2014 Board Member of @ACA_UK Former PR Lady at @OneTasteUK Feminist
6. ▶ (6)	Stephanie Clerckx Personal Assistant - Board Quick-Step Floors Team, PR & Communication Assistant Quick-Step Floors Team - Instagram: @stephanieclerckx
7. ▶ (7)	Matthew Want PA to Lucy Brazier, CEO of Marcham Publishing. Finalist in the London PA Awards 2016 & Finalist in the EUMA Excellence award 2014.



My journey as a Business Owner



LINKEDIN Trainers

Rank (by % follower growth increase)	Rank (by # chg)	Rank by # Followers	Gender	Name
1	8	55	F	Jennifer Corcoran
2	11	51	M	Jeff Young
3	6	31	F	Stella Da Silva
4	3	6	F	Madeline Mann
5	12	46	F	Kotryna Kurt
6	2	2	M	Jared Wiese
7	1	1	F	Lacey Abbacchi
8	7	25	F	Shelly Elsiger
9	13	43	F	Chrissie Wywrot
10	5	14	F	Brenda Meller (Me)



No 1 #LinkedInROCKSTARS Community

#LinkedInROCKSTARS						Last List was 6/6/20			Created by: Brenda Meller Meller Marketing				
LINKEDIN Trainers						1 year ago	last report	TODAY	https://www.linkedin.com/in/brendameller				
Rank (by % follower growth increase)	Rank (by # chg)	Rank by # Followers	Gender	Name	7/5/19	6/6/20	7/4/20	# chg	% chg	URL	# chg from 1 yr ago	% chg from 1 year ago	RANK By % GROWTH FROM 1 yr ago
1	4	40	F	Jennifer Corcoran		13,686	17,564	3,878	28.34%	https://www.linkedin.com/in/jennifercorcoran1/			
2	2	21	F	Susan P Joyce		21,215	25,184	3,969	18.71%	https://www.linkedin.com/in/susanjoyce/			
3	14	57	M	Marc Halpert	4,649	9,073	10,561	1,488	16.40%	https://www.linkedin.com/in/marchalpert/	5,912	127%	12
4	8	32	F	Judi Hays	5,411	17,103	19,740	2,637	15.42%	https://www.linkedin.com/in/judihays/	14,329	265%	2
5	12	37	M	Jeff Young	5,299	16,519	18,423	1,904	11.53%	https://www.linkedin.com/in/jeffyoungralemoi/	13,124	248%	4
6	5	11	M	Andy Foote	14,435	30,161	33,363	3,202	10.62%	https://www.linkedin.com/in/andyfoote/	18,928	131%	10
7	13	33	F	Jo Saunders	10,227	17,683	19,506	1,823	10.31%	https://www.linkedin.com/in/josaunders/	9,279	91%	16
8	7	10	F	Ana Lokotkova	9,676	31,186	34,001	2,815	9.03%	https://www.linkedin.com/in/alokotkova/	24,325	251%	3
9	9	16	F	Shelly Elsliger	10,839	25,489	27,779	2,290	8.98%	https://www.linkedin.com/in/selsliger/	16,940	156%	9
10	3	3	F	Madeline Mann	8,593	43,817	47,752	3,935	8.98%	https://www.linkedin.com/in/madelinemann/	39,159	456%	1

R-O-C-K-S-T-A-R

- “R”eal desire to help
- “O”utstanding knowledge
- “C”aring attitude
- “K”ind and giving
- “S”uper connections
- “T”rust your network
- “A”ctively engage
- “R”elationship builder



Profile Optimisation



Key Considerations:

The power of first impression

Tailoring your profile to your objectives

Profile completion



Three ways to make an impact

3

Cover Banner
Headshot
Headline



MY SuperConnector



LinkedIn Specialist
helping you shine online



LINKEDIN 121 / ONLINE PROGRAM / WORKSHOPS

Find out more **HERE:** www.mysuperconnector.co.uk

Add profile section ▾

More...



Your cover photo is your
opportunity to showcase
your personality and
warm-up your audience.



There are two things your profile headshot should be:

1. 400 x 400 pixels
2. Your entire face should be visible - no hiding near any corners



Ask yourself these questions

- Is it a selfie?
- Is it well-lit and professional looking?
- Is it current?
- Does it look like you?
- Do you look approachable?
- Do the colours you've chosen reflect your brand?
- Are you dressed suitably for the profession you're representing?
- Would you want to do business with the person in the photo?



MY
SuperConnector

LinkedIn Specialist
helping you shine online



LINKEDIN 121 / ONLINE PROGRAM / WORKSHOPS

Find out more **HERE:** www.mysuperconnector.co.uk

Add profile section ▾

More...



Jennifer Corcoran 🔊

★ Award Winning LinkedIn Trainer & Strategist ★ I teach entrepreneurs & executives in the UK, Ireland & US how to super boost their LinkedIn profiles & connect with finesse

◆ NHS Volunteer & Local Leader Devon

Shaldon, England, United Kingdom · **500+ connections** ·

[Contact info](#)



My Super Connector



Maynooth University



Your Headline – do you stand out?

The headline is the most common mistake made on LinkedIn.

Who are you?
Who do you help?
How do you help?



Dionne Smith
Translator

OR



Dionne Smith
London Based Interpreter | Specialist Translator and Copywriter in French,
Spanish and Italian for the Hospitality Industry | Economics Enthusiast



Writing your headline

- Your location
- Your industry/sector
- Any specialism you wish to highlight
- Years of experience
- Awards you've won
- Your keywords
- Personality (depending on industry)
- Be specific and use clear language

Does this headline align
with my personal brand and
does it effectively deliver
my value?



About section / Featured

About



Do you struggle to toot your horn on LinkedIn? I help coaches, consultants, trainers and universities increase their confidence by teaching them how to super boost their profile and connect with finesse, in order to raise their ... see more

Featured

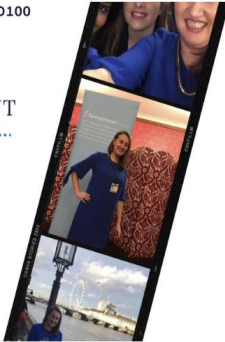
See all < > +

Time to toot those horns ladies 🦄🦄🦄
...

100 #IALSO100

A PROUD
ACHIEVEMENT
.....

WHAT ARE
YOURS
LADIES?



128 · 74 comments

Miss the LinkedIn Profile Visibility Challenge
and have FOMO?...

- | | | |
|----------------------|---|-------------------------|
| Feeling stuck | ➔ | On the right path |
| Feeling invisible | ➔ | Being found in search |
| Lacking confidence | ➔ | Feeling empowered |
| Feeling scared | ➔ | Feeling excited & ready |
| Afraid to take risks | ➔ | Inspired by big dreams |

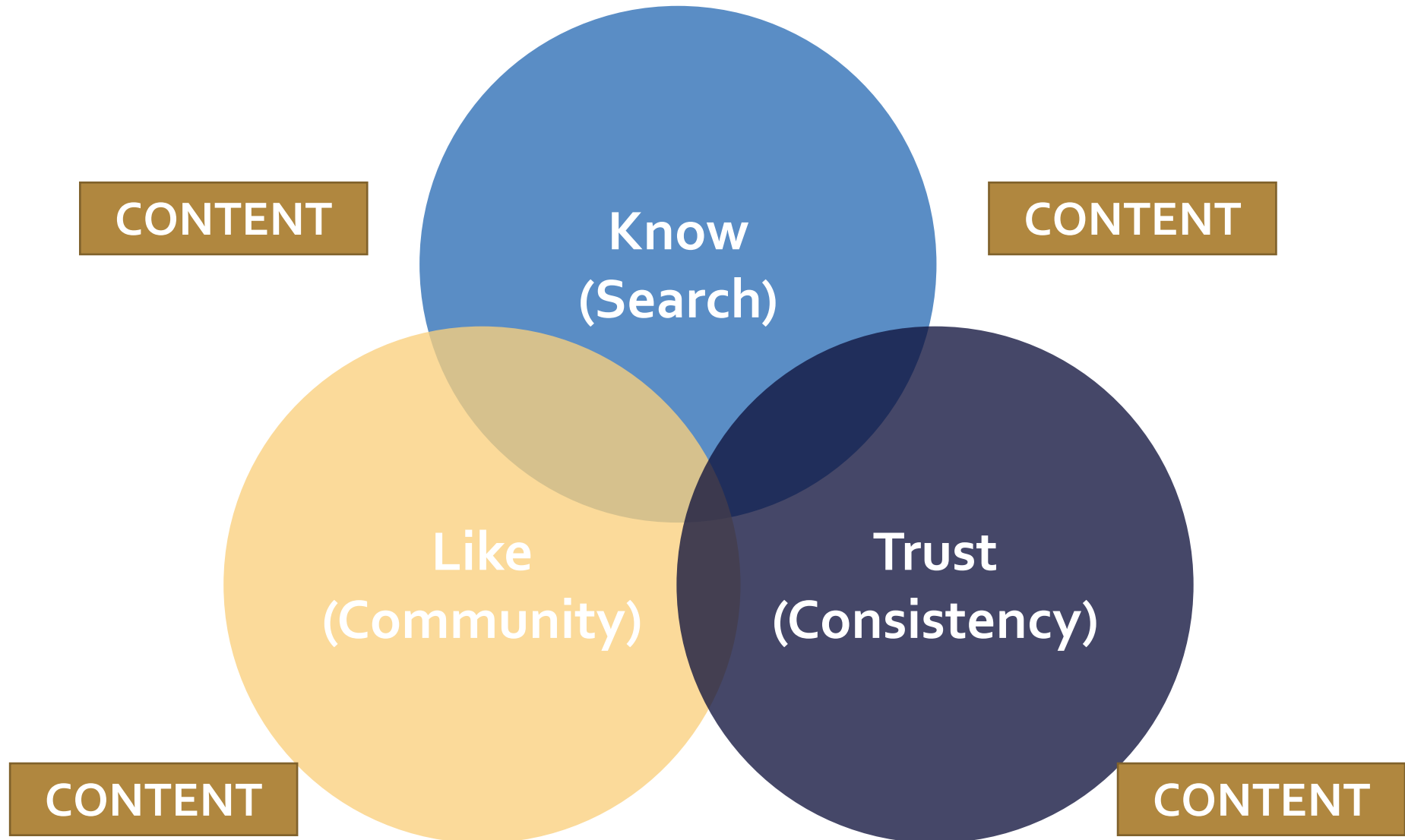
67 · 51 comments

Once a month I
pick my brain li
**Join me for my
LinkedIn Live**

45 · 216



People do Business with People they Know, Like and Trust



Social Selling Index (SSI)

Your Social Selling Index (SSI) measures how effective you are at:

- establishing your professional brand
- finding the right people
- engaging with insights
- building relationships

It is updated daily and ranks according to industry and network

Click on this link to discover yours:

<https://www.linkedin.com/sales/ssi>



My SSI (Social Selling Index) Score

Your Social Selling Index

Top Industry SSI rank

1%

Top Network SSI rank

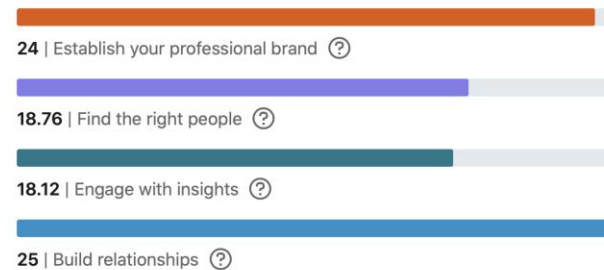
1%

Current Social Selling Index ⓘ



86
out of 100

Four components of your score



People in your industry



26
out of 100

Sales professionals in the Professional Training & Coaching industry have an average SSI of 26.

You rank in the **top 1%**

No change since last week

People in your network



50
out of 100

People in your network have an average SSI of 50.

You rank in the **top 1%**

No change since last week

Summary: 5 Top Tips

- **Be Intentional**

What are you trying to achieve on LinkedIn?

- **Be YOU**

Don't compare yourself to anyone else on LinkedIn

- **First Impressions Count**

Optimise your profile to attract your target audience

- **The 2 P's**

Profile and Participate

- **Be a Giver**

Be social, be consistent and cultivate a community



Thank you – time for Q&A!



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