



LinkedIn<sup>®</sup>  
For Government



Defense Information School - Social Media Workshop  
March 29, 2016

# Agenda



**The LinkedIn  
landscape**



**Social Media  
The new path  
to engage**



**How you can  
drive thought-  
leadership and  
advocacy**



**LinkedIn  
Federal  
Contacts**

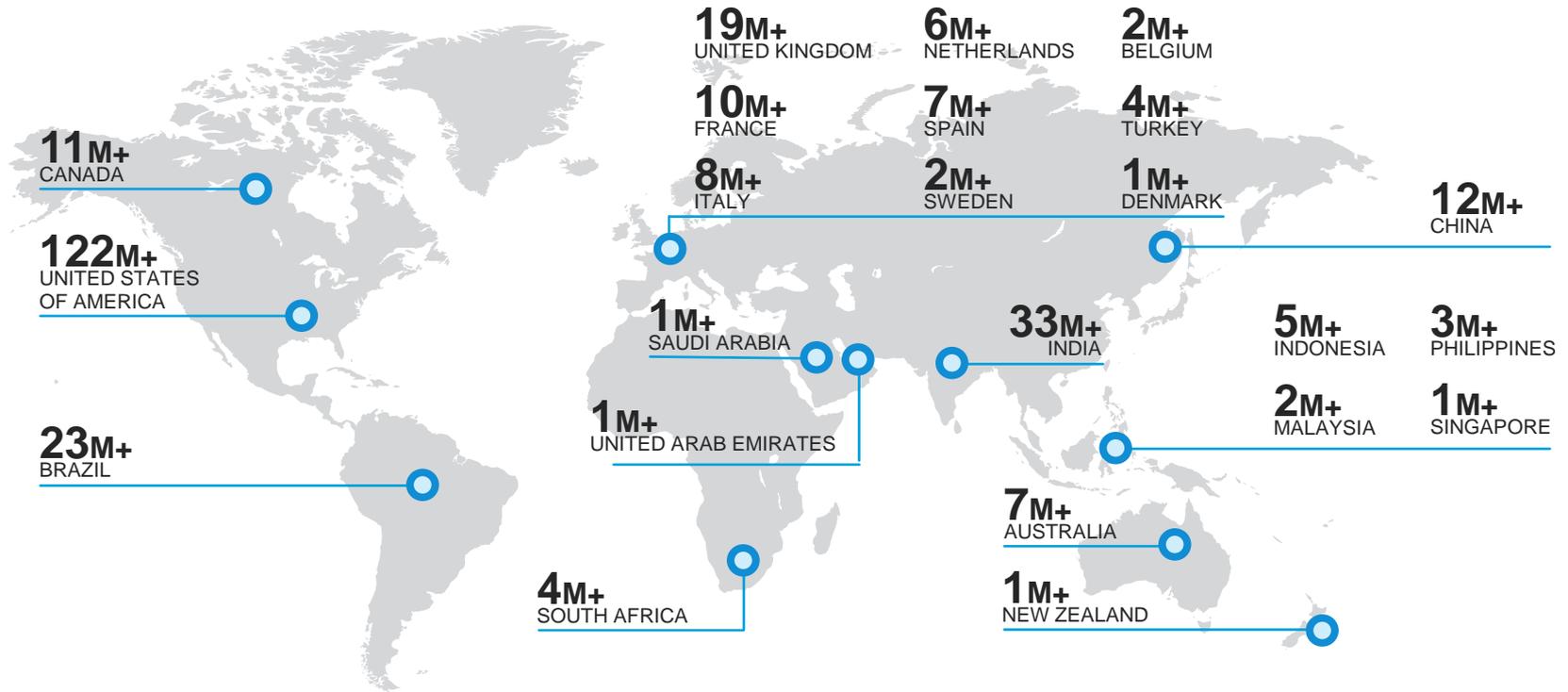


Our mission

Connect the world's professionals to  
make them more productive and  
successful

# LinkedIn: A global pool of talent

The 17<sup>th</sup> most visited site globally and 12<sup>th</sup> most visited site in the US\*



**400M+** Members worldwide

**+2** New members per second  
**191M** Monthly unique visitors

40M+ Students and Recent Grads

# For our members



## Identity

The professional profile of record



## Networks

Connect all of the world's professionals



## Knowledge

The definitive professional publishing platform

# Identity

The professional profile of record



**Ash Carter** 2nd

Secretary of Defense at United States Department of Defense

Washington, District Of Columbia | Government Administration

Previous The Hoover Institution, Stanford University, United States Department of Defense, Harvard University

Education University of Oxford

Following  Know Ash? Connect

584 followers

☆ <https://www.linkedin.com/pub/ash-carter/9a/683/39>

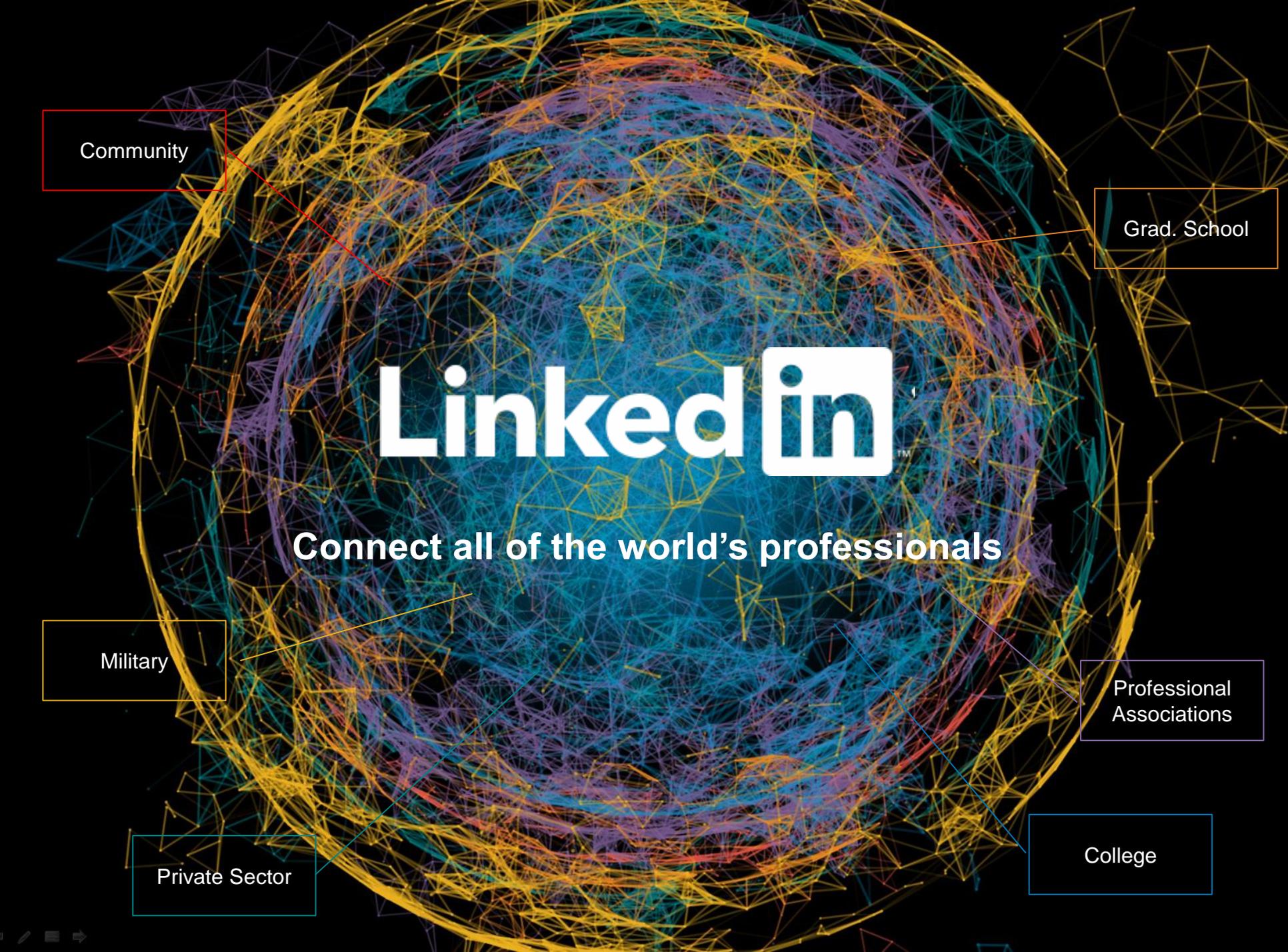
**Posts**

Published by Ash



**My Commitment: Innovating for the Force of the...**  
August 31, 2015

**Background**



Community

Grad. School

# LinkedIn

Connect all of the world's professionals

Military

Professional  
Associations

Private Sector

College

# Knowledge

Professional Publishing Platform



## News

2MM+ Publishers  
LinkedIn Pulse



## Thought Leaders

500+ Influencers



## Organizations

7MM+ Company Pages  
Company Updates



## Peers

1MM+ posts/wk in Groups  
130k/wk Member Posts



## Education

270k+ Lynda classes



Our vision

*Create economic opportunity for every  
member of the global workforce*



# The Economic Graph



**380m**  
Members



**7m**  
companies



**3.5m**  
jobs



**3b**  
Endorsements  
for 45K+ skills



**27K**  
schools



**200k**  
Daily posts

# LinkedIn is the Social Network for **Professionals**

Private Life



Current status



Professional network



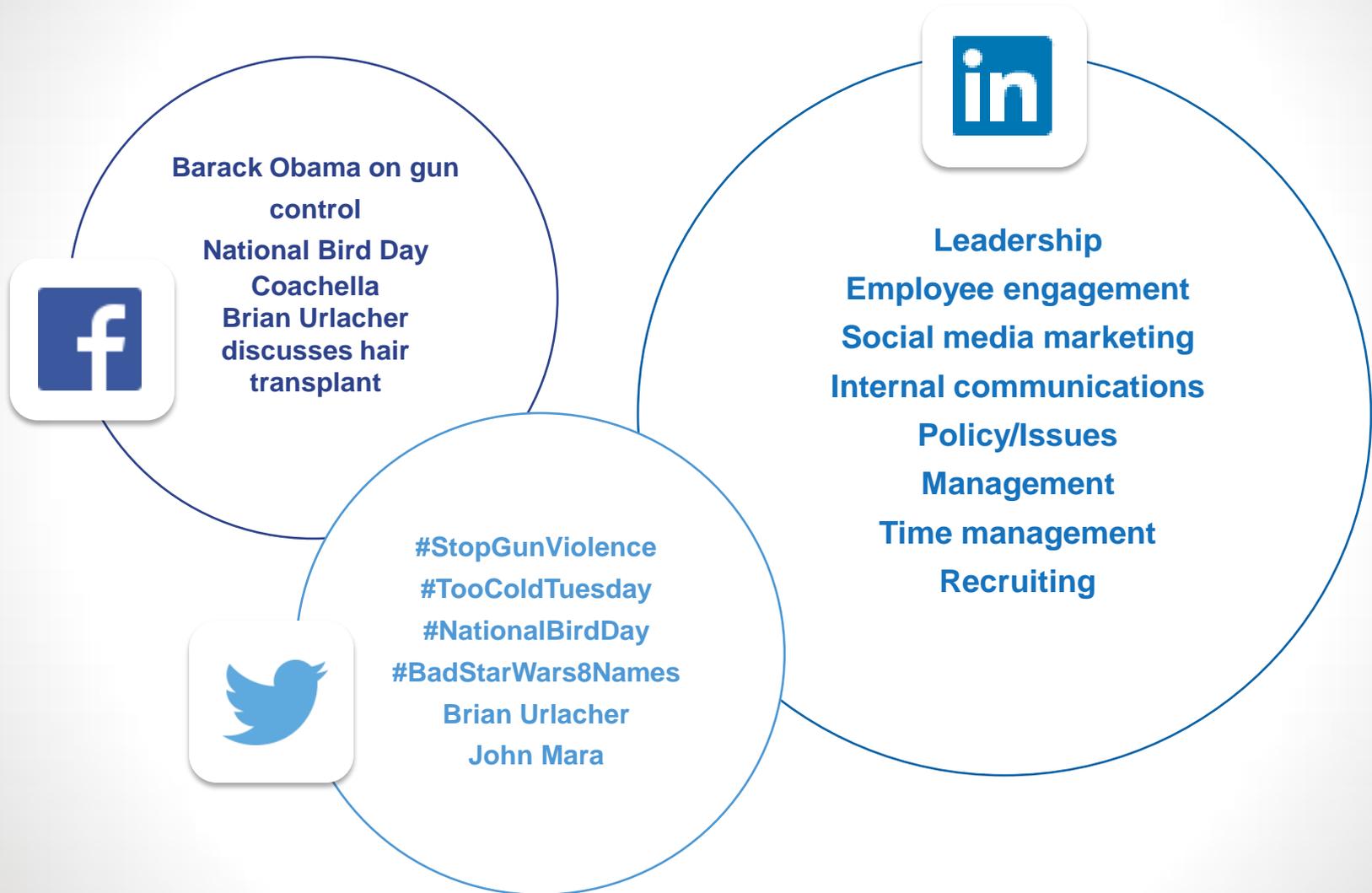
**83%**

of users keep their professional and personal networks separate

**2x**

Users have 2x more trust in LinkedIn than in other networks

# The Professional Mindset is Significantly Different



# Organizationally your company page is foundational

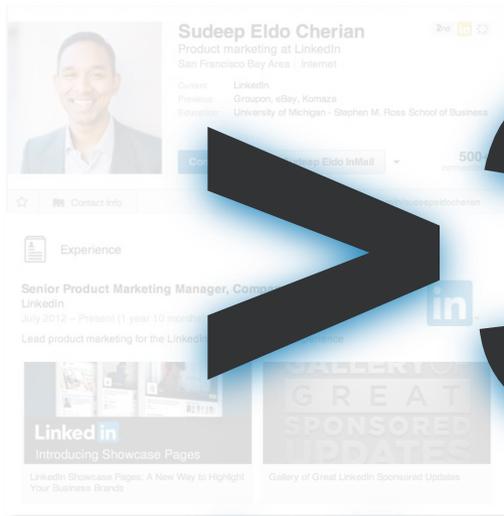
The screenshot shows the LinkedIn company page for LinkedIn. At the top, there is a navigation bar with the LinkedIn logo, 'PREMIUM' status, a search bar with the text 'Search for people, jobs, companies, and more...', and an 'Advanced' search option. Below this is a secondary navigation bar with links for 'Home', 'Profile', 'My Network', 'Education', 'Jobs', and 'Interests'. The main header area includes the LinkedIn logo, the company name 'LinkedIn', the industry 'Internet', and the employee count '5001-10,000 employees'. It also shows '1,659,911 followers', a 'Following' button, and a 'View in Sales Navigator' button. Below the header are tabs for 'Home', 'Careers', and 'Analytics'. The main content area features a large banner image of an astronaut in space with the text 'You're closer than you think'. Below the banner is a paragraph: 'The future is all about what you do next and we're excited to help you get there. Ready for your moonshot? You're closer than you think.' and a 'See more' dropdown. A secondary navigation bar contains 'Company Updates' and 'Direct Sponsored Content'. The 'Recent Updates' section shows a post from 'Inkd.in' with the same astronaut image and text. The right sidebar includes 'How You're Connected' with statistics: 80 first-degree connections, 7,476 second-degree connections, and 12,764 employees on LinkedIn. It also has a 'Careers' section with a profile picture and text: 'Interested in LinkedIn? Learn about our company and culture. 367 jobs posted'. At the bottom of the sidebar is a 'LinkedIn Showcase Pages' section with another LinkedIn logo and company information.

# Whether or not you manage your company's page, members are coming to it

Member Profiles

Jobs

Content



# > 3.7M

## Active Company Pages

> 70% of professional profiles position tied to a Company Page

60% of traffic to Company Pages is from employee profiles

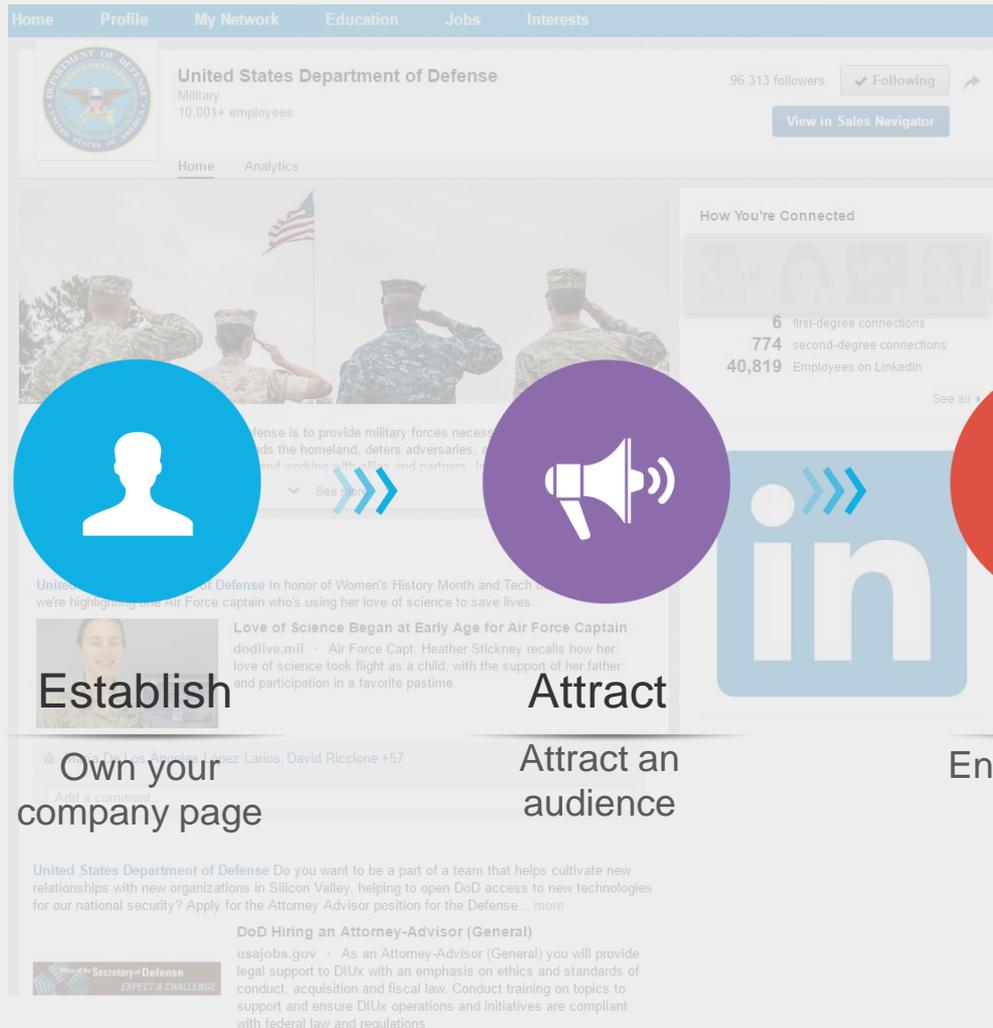
Mostly, job seekers link from a Career Page.

Job seekers link from your Career Page to your Company Page wanting to know more about your company

New LinkedIn posts usually tied to a company

Members click to your Company Page to gain more news and insights about your Company

# Make the most of your LinkedIn Company Page presence



**Establish**

Own your company page



**Attract**

Attract an audience



**Engage**

Engage through content



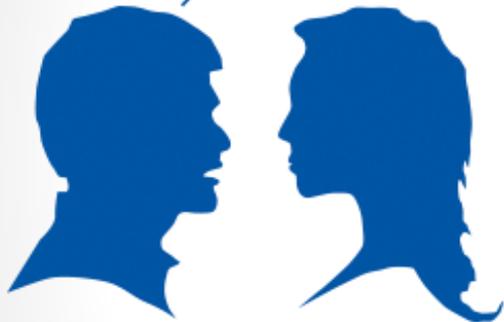
**Extend**

Extend your reach

61%

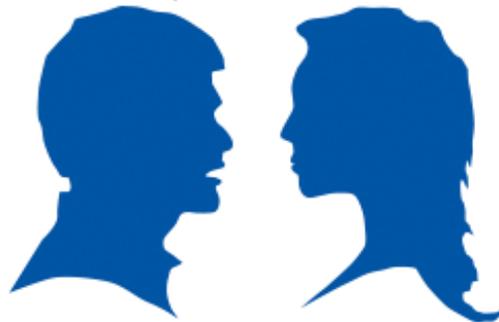
Members are 61% more likely to share information as a result of following a company

"I have great products"



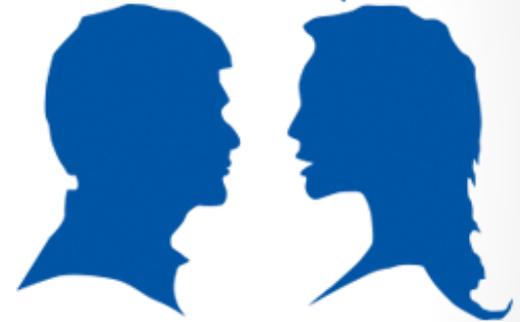
**MARKETING**

"I have great products  
I have great products  
I have great products"



**ADVERTISING**

"I understand you  
have great products"



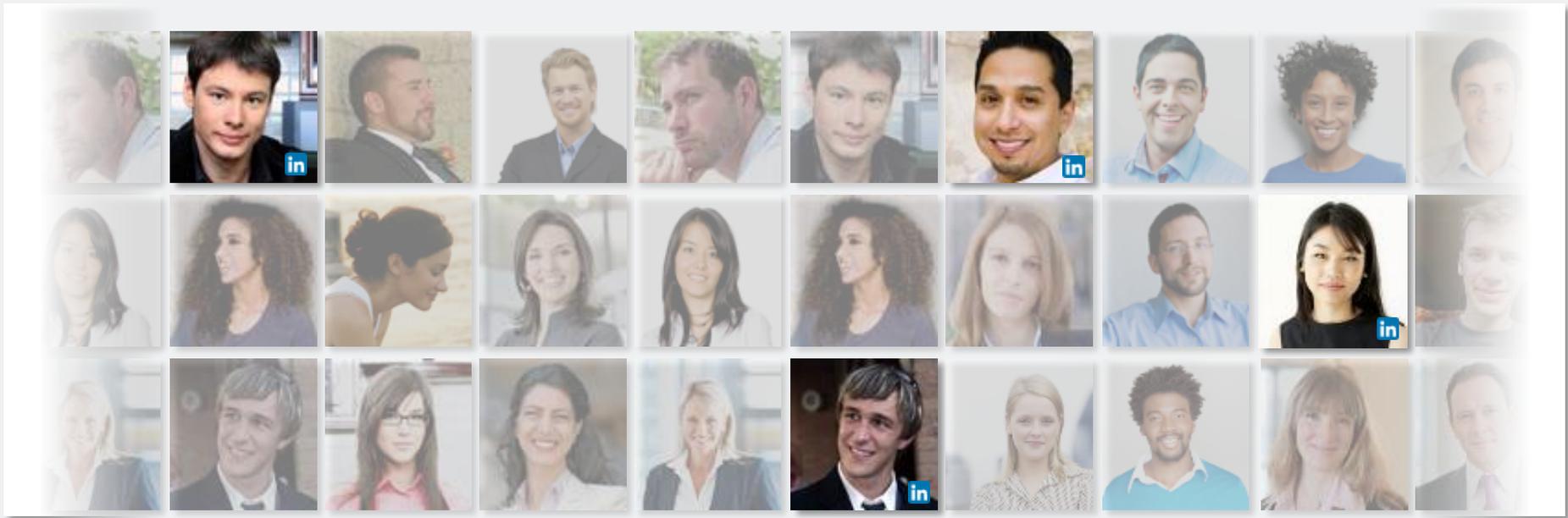
**BRANDING**



*A brand is not what **you** say it is,  
it's what **they** say it is.*

–Dave Hazlehurst,  
Partner and Director, Ph. Creative

# You are your organization's best brand ambassador



# My Profile

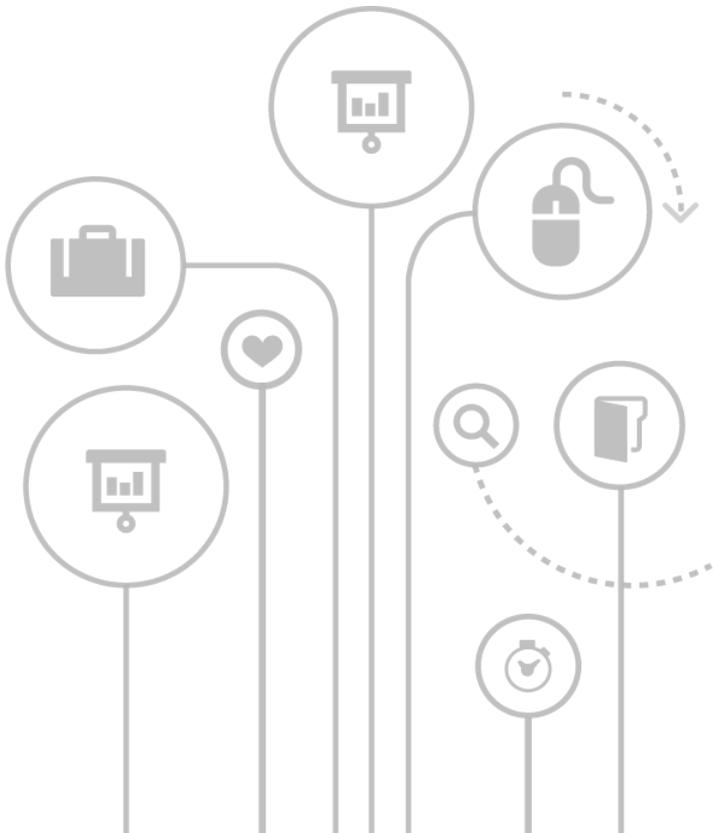
## My Story

What do you love about what you do?

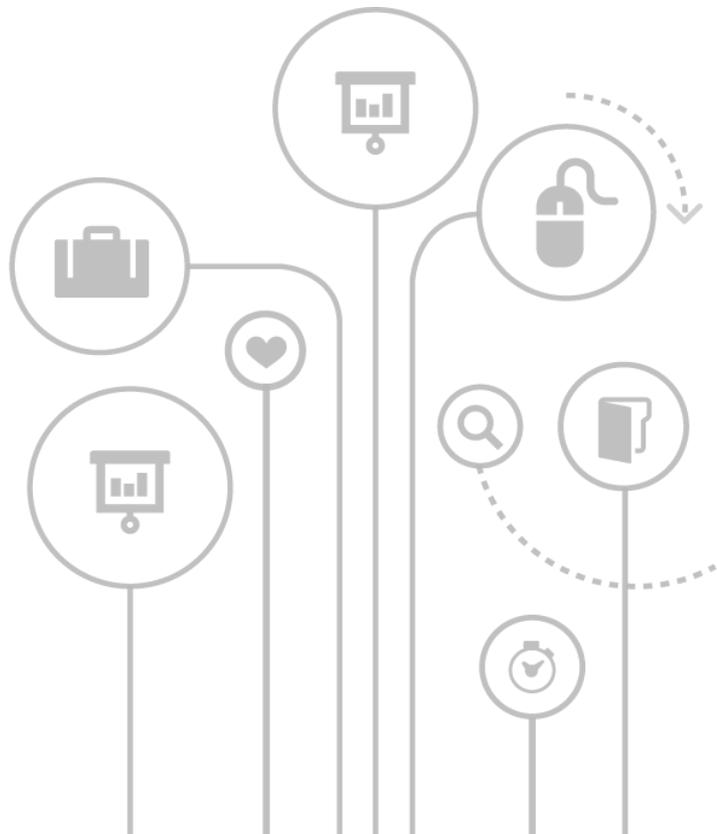
What do you want to be known for?

What do you love about DoD work?

How do I want to share that with others?



# Be a Brand Ambassador



Be your organizational & employer brand

Speak about your culture anecdotally

Articulate what is unique, meaningful

Share why you joined DoD

Emphasize strengths

Highlight, celebrate, elevate

# Today's top performing leaders are social leaders\*.

Around the world and across industries, top executives who were once convinced that social media wasn't worth their time, now consider their participation in these networks as essential to their role.

As a result, more and more top executives see the benefits of being open and transparent and take part in the social revolution.

\* **76%** of executives say they would rather work for a social CEO (The Social CEO: Executives Tell All, Weber Shandwick, 2013 )

## 57%



At socially-engaged companies, employees are 57% more likely to leverage social media to drive sales

## 40%



More likely to appear more competitive

## 58%



More likely to attract talent

Relationships Matter, LinkedIn & Altimeter Group, 2014

# Today's top performing leaders are social leaders.



**SIR RICHARD BRANSON**  
FOUNDER & CEO,  
VIRGIN GROUP

“ Embracing social media isn't just a bit of fun, it is a vital way to communicate, keep your ear to the ground and improve your business ”



**MIKE SMITH**  
CEO, ANZ

“ In social media our strategy is rapidly evolving. It is centered on ANZ participating in the social web through our organization and through our people. This includes me as CEO, my management team and ultimately all our people. ”

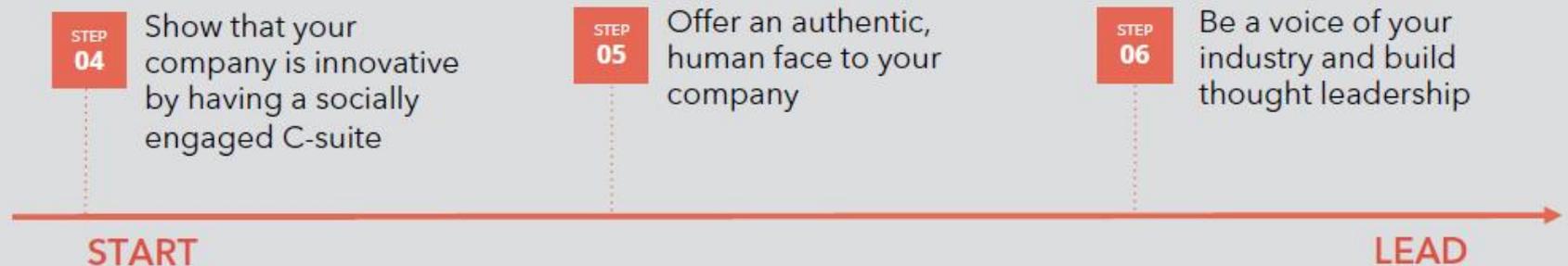


**MARK PARKER**  
CEO, NIKE

“ Social media is helping us unite and expand. We have never been closer to our consumers. ”

# Demonstrate your leadership.

Your participation in social media in general, and in LinkedIn in particular, will be welcomed by your customers and employees. As a leader, you're demonstrating your interest in being connected, staying current and making your mark where the new comers to your industry will be.



LinkedIn provides a social platform  
to build brand for a  
professional audience.