

#FuturePositive

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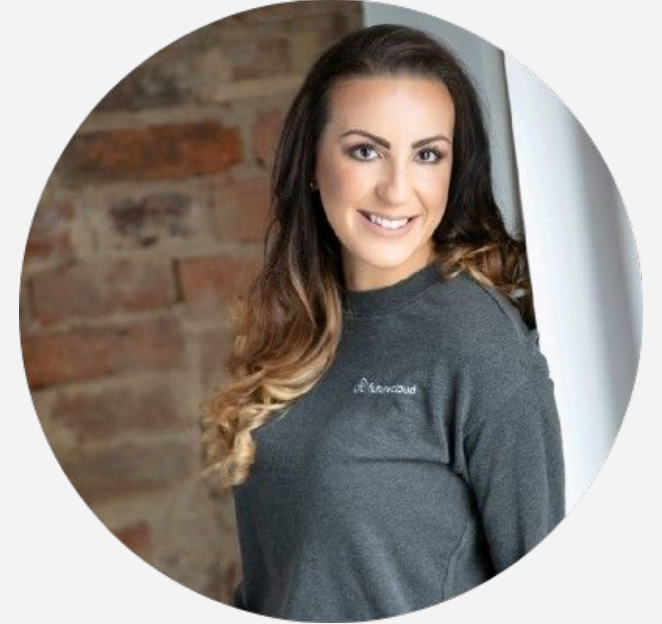
# Skills Event: Mastering LinkedIn

# Welcome



**Phil Hobden**

Capitalise Head of Customer  
Education



**Francesca Tricarico**

MD, Future Cloud Accounting  
Limited

# Why LinkedIn?

**OVER 25 MILLION** LINKEDIN PROFILES ARE VIEWED EVERY DAY

## INTERESTING LinkedIn FACTS



INCREASE IN LINKEDIN VIEWS BY INCLUDING A PHOTO



1 OUT OF 3 PROFESSIONALS ON THE PLANET ARE ON LINKEDIN



**Mashable**

COMPANY PAGE WITH THE MOST ENGAGED FOLLOWING



CONVERSATIONS PER MINUTE OCCURRING IN LINKEDIN GROUPS



PERCENTAGE OF LINKEDIN VISITS VIA MOBILE



1 IN 20 LINKEDIN PROFILES BELONG TO RECRUITERS

# Skills event: Mastering LinkedIn

1

## Building a brand

How can you use LinkedIn to build a brand and why being 'you' is important

2

## Optimisation

How to optimise your profile to stand out and create your social uniform for your business

3

## Your network

Connecting and building an impactful network on LinkedIn

4

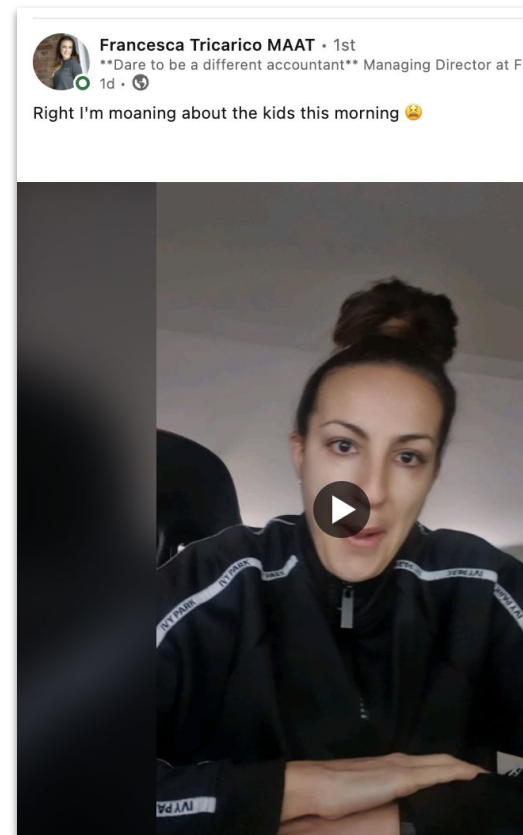
## Content

What to write and when to post for maximum impact

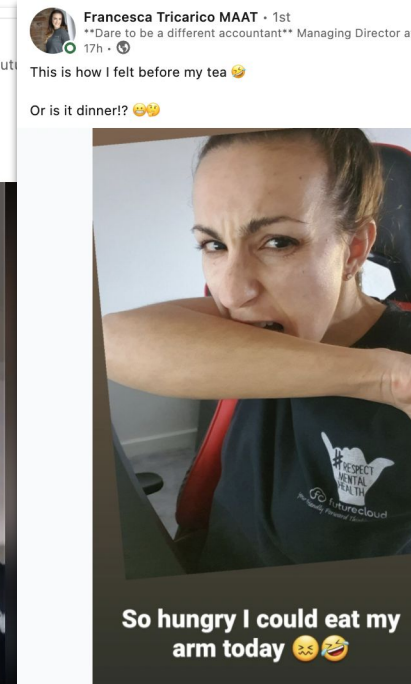


# Building a brand

# Francesca Tricarico - Building a brand

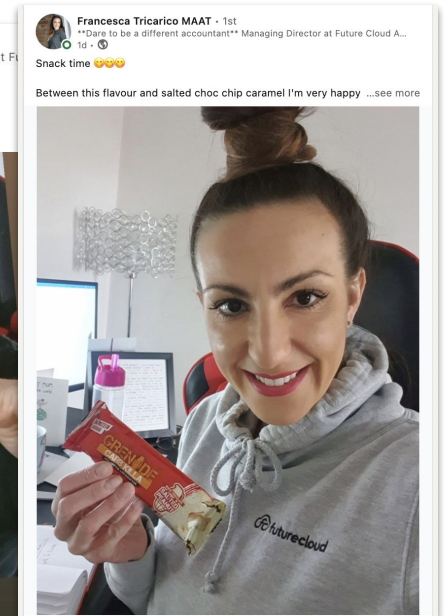


👍 ❤️ 🌱 121 · 53 comments



So hungry I could eat my arm today 🤔🤔

👍 ❤️ 🌱 91 · 53 comments



👍 ❤️ 🌱 145 · 68 comments · 2,589 Views

# Dressing smart... for the internet



- LinkedIn is a 'professional' network.
- 'Dressing smart' for work now includes having a good social media profile.
- Your social 'self' should be no different from your professional 'self'.
- Consider: How do I want to be perceived?

# 2 Optimisation

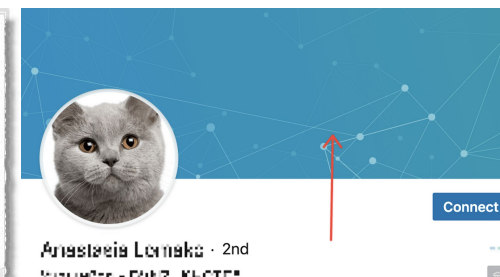


# Dressing smart for the internet

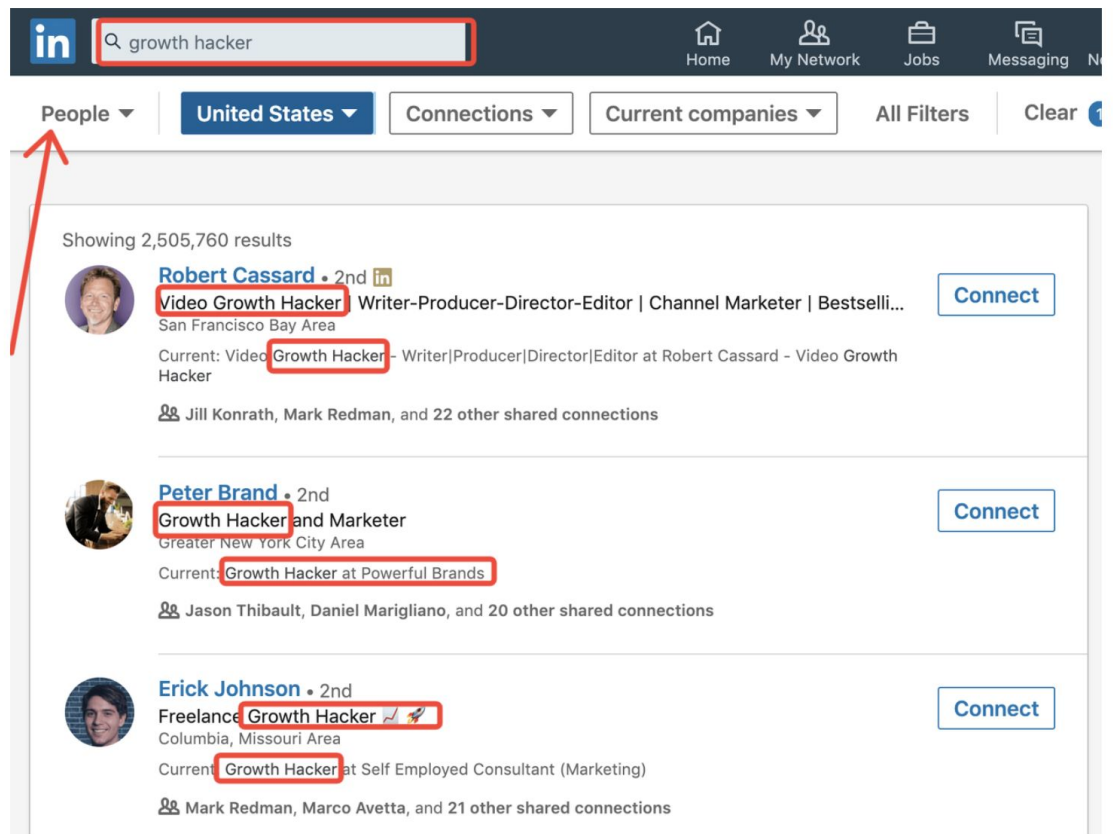
“Optimising your LinkedIn profile is an essential first step for satisfying buyers’ due diligence” - **49% of B2B buyers will research a person/seller on LinkedIn** and **50% avoid RM’s with incomplete profiles.**

# Common profile mistakes

- No Background/banner image
- Poor profile photo
- Minimal summary or lacking in detail
- Sales boasting
- Too much detail on previous roles
- No recommendations
- Lack of keywords
- Unpersonalised URL
- Meaningless job titles

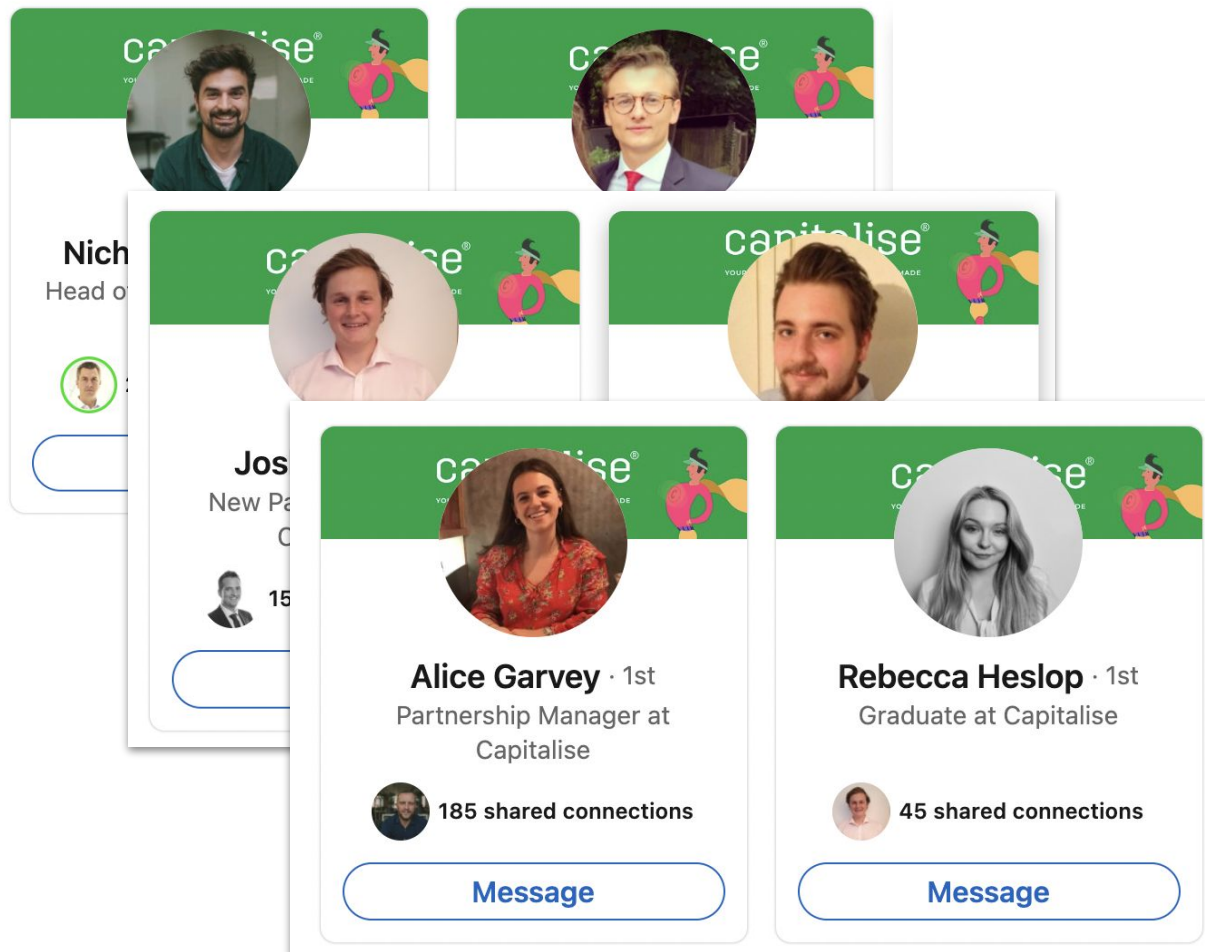


# Keywords are... key



- Define your top 3 keywords you want to be found/associated with
- Add them to your headline, summary & working experience
- Improves your company image and will reflect a more professional image
- For example, when I'm looking for growth hackers in the United States, the top results all have "Growth Hacker" in headline and current job position.

# It's also your business' social uniform

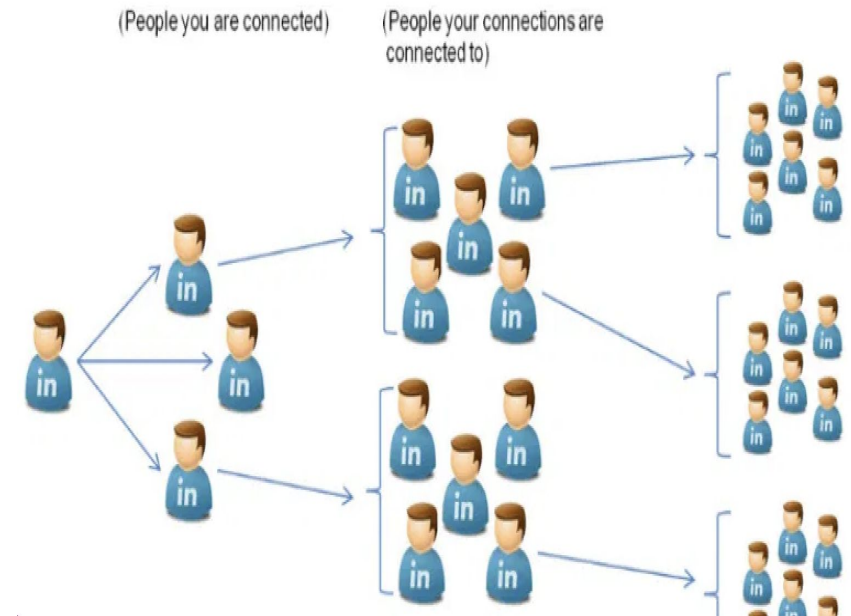


- Your business should have a unified LinkedIn account
- It's a team effort - not just sales & marketing
- Improves your company image and will reflect a more professional image
- An active **senior leadership** team will enable easier connections across the team

# 3 Your network

# Your network = your net worth \*

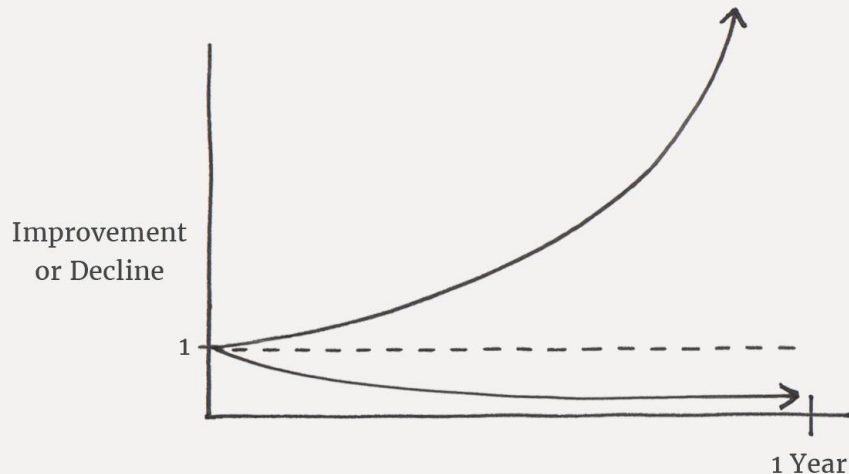
- Quality vs quantity - Doesn't have to be a choice. A connection is not just a connection with me it's a link into my connections & network
- 30,000 connection limit with unlimited followers see your content
- Avoid third party platforms
- Don't add too many too quickly - you can get blocked (for a week then a month)



# Tiny Gains...

## The Power of Tiny Gains

1% better every day  $1.01^{365} = 37.78$   
 1% worse every day  $0.99^{365} = 0.03$



- ✓ Aim for: 20-30 new connections a DAY = 100 a week, 5k a year
- ✓ BUT in reality it could be THOUSANDS in terms of connections. My 2nd degree network is over 1.6 million people!
- ✓ LinkedIn search is strong - role, company, industry. You can use Boolean searching "and" "or" "not" (accountant) AND (xero)
- ✓ LinkedIn DOES have search limits (more on Sales Nav)

# Let's get connected, but the right way!

**Derik Jensen** • 4:39 PM

Hello

**Anano lobadze** • 8:57 PM

Hi Phil

Thanks

**Sandy Barnes** • 8:01 AM

Hi Phil,

Thank you in my connect

**Haresh Patel** • 11:46 AM

**Outsourcing Data Entry Services @ \$5/Hr**

Hello Phil, I hope this email finds you well.

Unisoft Datatech is an experienced, professional, administrative back-office services provider located in Ahmedabad, India.

Services that we provide include:

- Offline and Online Data Entry And Data Input
- Billing And Invoicing Data Entry
- Data Capture & Data Extraction
- Data Processing
- Data Conversion
- Data Collection Form PDF And Website

**Parth Shah likes this**

**Carl Reader** • 1st

New book - BOSS IT - Available for pre order now  
14h • 🌐

In a sea of copy and paste LinkedIn intros, and automated sales pitches, I actually got one I replied to.

Want to know what it was?

"Hey Carl, Knock knock..."


Simple, personalised, not salesy, and built some intrigue.

Lots of LinkedIn 'gurus' could learn something from this!

Well played [Marem Bazorkina](#)

👍💡 16 7 Comments

👍 Like    💬 Comment    ➦ Share

 Leave your thoughts here... Post





# Content! Content! Content!

# Content - making an impact

## Image posts

x 3

Improvement over text posts

## Native Video posts

x 5

Improvement over text posts

- The LinkedIn algorithm appreciates long-form posts text because it keeps readers on the website a lot longer.
- 30-90 Second video posts are the most effective

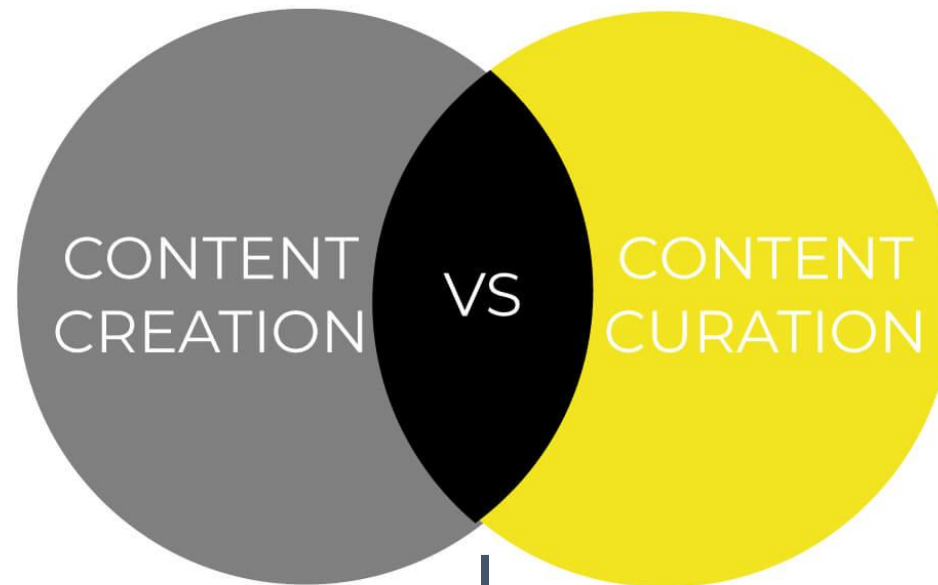
# Creation vs Curation

## PROS

- Efficient
- Can be delegated
- Can build your 'expert' view

## CONS

- Can be seen as 'lazy'
- Topics can overlap  
Limited personalisation



**Good mix of original and  
curated content**

## PROS

- Be seen as a thought leader
- More personality
- Original content can be more 'impactful'

## CONS

- More time
- Difficult to keep 'fresh'

# Content - not all about YOU

Interesting  
content about  
others



Sales or  
promotional  
content

# Content - 'human' vs professional

This means ditch the need to be the ultimate professional. As our members are finding out right now, trying to be uber professional with your content for LinkedIn just doesn't work.

When you turn up as human first, i.e. yourself, LinkedIn also gets to be a more fun place to hang around in.

## AMC, Heather Townsend

**Kayleigh Graham** • 1st  
Crazy cat lady next door 🐱 | Accountant Partnership  
2d • 🌱

FIRST DAY BACK IN THE GYM 🍌💪

I made a real effort to lose weight through lockdown and a stone 😊

Now I'm back in the gym trying to build some muscle 🍌💪

(Despite being very tired I also agreed to be filmed to his new 🍌 building programme too!)

**Phil Hobden**  
Head Of Education | Capitalise.com | Adviser-led funding platform | Buildi...  
2d • Edited • 🌱

So today for the first time in 4 months I went to the cinema.

It was odd and quite empty but was so nice to watch a film again on the big screen after so many months. Good to get a small sense of 'normal' back.

And what a film. Introducing my daughter to a stone cold classic... Back To The Future.

Cinemas should do this kinda thing more more often!

#newnormal #covid19 #cinemas #goodtobeback

**Jeri Williams** • 1st  
Founder of Smooth Accounting | Top 3 Xero small business finalist 20...  
5d • 🌱

Happy Mother's Day to my beautiful mum ❤️

You taught me what it means to love so fiercely that nothing would ever chan it.

You taught me how to give without expecting to receive, how to provide wher feels like the world is against you, how to put someone else first no matter wh

I am so lucky. I am so grateful for you.

And I am the luckiest person to be a mummy to my 2 amazing sons who make me happier than I ever thought I could be.

Happy Mother's Day to everyone who should be celebrating today. It's been a tough year, but their little faces make every hard day worth it.

Mums, you are resilient and caring beyond measure. This day is for you.

You're all amazing! 🌸

**Stuart Hurst** • 1st  
Director @ Accounts and Legal 0161 8200 200  
3mo • 🌱

Avoid the dark side desktop accounting and see the light with cloud

#maythefourth #cloud #accounting




75 • 20 Comments • 2,471 Views

# Best times to post...


S M T W T F S

VERY LOW ENGAGEMENT

VERY LOW ENGAGEMENT



*The best time to post is between 7:30-8:30 am, and between 5-6 pm.*



*Businessmen are most likely to read LinkedIn in the morning like the newspaper.*

**Quick Tip:**

*While LinkedIn is more professional, the best times to post are still before and after work.*

# The Power of a Headline...



Strong post headlines...

"I got fired."

"I quit."

"I turned down [x] dollars"

"I lost everything."

"I lost [x] £££."

"I gave up."

"We were on the brink of failure"

**Take away: Instead of boring beginnings, start with something that's interesting and engaging.**

**GRAB PEOPLES ATTENTION**

# Posting - tagging & #hashtags

Tagging a business opens your post up to their followers



**Jon Oakley** • 1st  
Head of Accounting and Software Sales at Connect4  
2d • Edited •

Good Morning All

Today marks the start of my next adventure, I have taken the position of Head of Accounting and Software Sales at the fantastic New Software platform [Connect4](#).

I have joined [Connect4](#) for a number of reasons, the vision, the solution and the strategy moving forward, and over the last 6 months, video calls have become a persistent feature in all our professional lives (and for most of my connections they have been a daily occurrence for the last 3+ years).

[Connect4](#) is on a mission to make online meetings smarter. Bringing structure, clarity and accountability to you and your team's video calls

\*Currently in BETA testing\* Get in touch to join our BETA testing for free or follow [@connect4](#) to stay up to date.

[Dermot Hamblin](#) [Graeme Tennick](#) [FCCA](#) [Martin Bissett](#) [Carl Reader](#) [Trent McLaren](#) [Martin Bown](#) [Mark Telford](#) [Phil Hobden](#) [Ashley Barker](#)

[#accountex](#) [#accountancy](#) [#xero](#) [#quickbooks](#) [#sage](#) [#cloudaccounting](#) [#accountants](#)

65 · 51 Comments

Tagging people can drive engagement and the reach of the post



#Hashtags are a great way to get into linkedIn's TRENDING section but also to drive discovery





# How long should I spend?

- Add new connections - 5 mins 2 or 3 times a day
- Write a blog - 30 mins
- Share news - 5 mins
- Respond & engage - 10 mins
- Newsfeed reading - 5 mins



# Posting - hints and tips

- Mix up your content
- LinkedIn is now a 24/7 social platform
- Don't be afraid to be 'you'
- Deliver POSITIVE or solution focused content
- Treat a LinkedIn message like a phone message or email - respond to them!
- 2-3 times a week MIN
- Build up until you are posting once a DAY
- Avoid posting more than once a day
- Don't pitch - be you and write to your target audience.
- Don't send long messages when you connect. Mostly when people do this it's spam!

# What's next?

# Follow, Connect and Expand

**GO PROPOSAL**  
Giving accounts charge

**James Ash**  
Founder of Go  
of "Selling to S  
Manchester Area  
[Contact info](#)

**FINANCIAL TIMES Guides**  
**BUSINESS NETWORKING**  
HEATHER TOWNSEND

**THE GO-TO EXPERT**  
PARTNER.COM

**How to Make Partner and Still Have a Life**  
www.accountantsmillionaire.club

**THE ACCOUNTANTS' MILLIONAIRES'**  
HEATHER TOWNSEND

**THE NEW WORLD OF WORK FOR ACCOUNTING TEAMS**

**Heather Town**  
Giving clients & n  
a £1m+ practice |  
Millionaires' Club  
Milton Keynes, Eng  
[Contact info](#)

**Trent McLaren** · 1st in   
VP of Client Success | Accounting thought leader of the year (Awarded by AcctsDaily) | Strategic thinker | Public speaker | MBA x 2  
Sydney, New South Wales, Australia · [500+ connections](#) ·

**ACCA**  
INCLUSION IN ACTION

**ACCA**  
Think Ahead  
London, UK · 174,398+ alumni · 443,483 followers  
Pat & 67 other connections work here · 3,248 employees

**xero**  
More

**Xero**  
Online accounting software. Connects to all things business: accountants, enterprise & apps.  
Computer Software · Wellington City, Wellington · 183,304 followers  
Kat & 376 other connections work here · 3,767 employees  
[Learn more](#) [Following](#) [More](#)

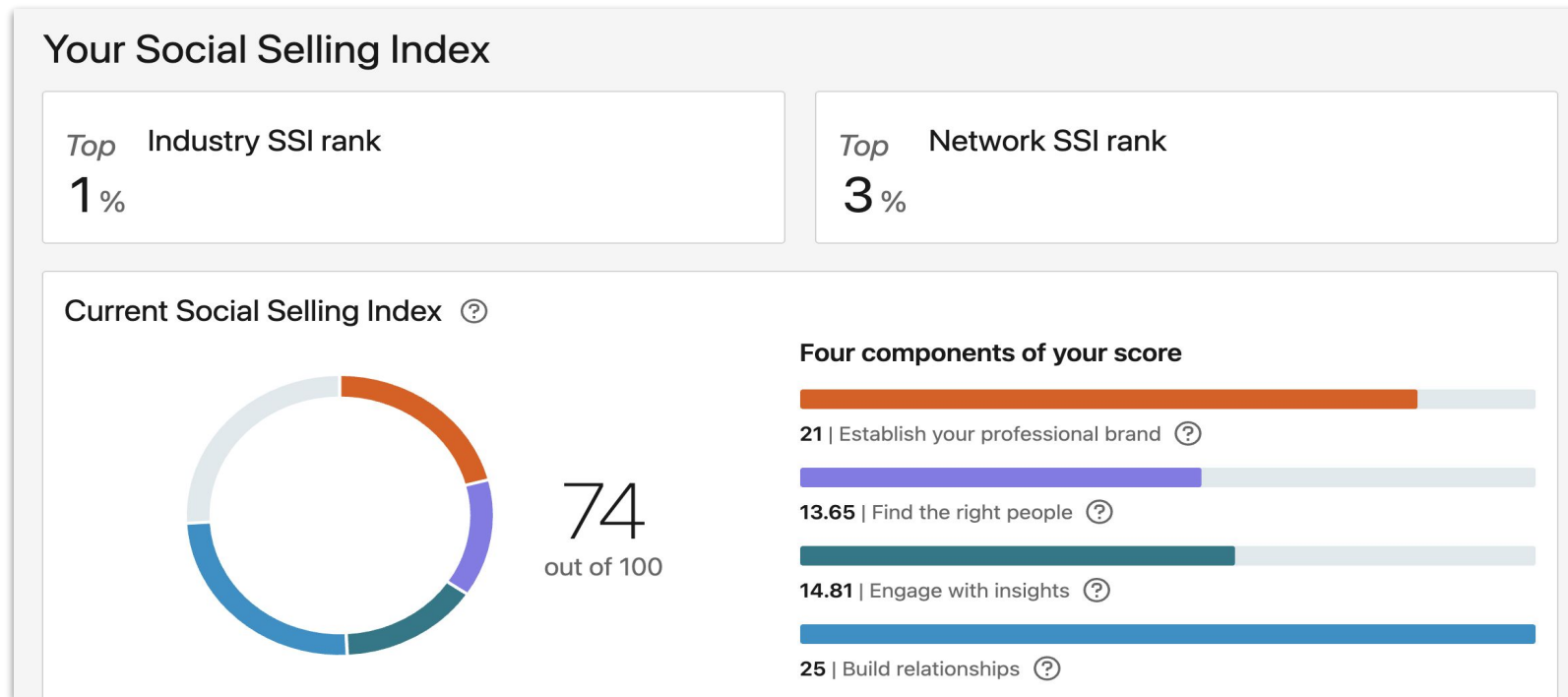
FUTURE POSITIVE COMMUNITY

**iwoca**  
Finance built for small businesses  
At iwoca, we believe finance should feel like a superpower, not a headache.  
Financial Services · London, England · 12,953 followers

**esme**  
Esme Loans  
Financial Services · London, London · 2,540 followers  
Lucy & 4 other connections work here · 69 employees

**Spotcap Global**  
We reshape SME lending with innovative technology that simple and swift financing  
Financial Services · Berlin, Berlin · 4,507 followers

# What's your score?



[www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)

Any questions?

# Future Positive Community...

- 4th episode of the podcast out NEXT week with Claire Bennison from the ACCA
- Resource hub
- Previous podcast episodes (Also on the hub!)
- Look out for more info about the next skills event
- More events, podcasts & resources coming soon!

# Thanks



**Phil Hobden**

Capitalise Head of Customer  
Education



**Francesca Tricarico**

MD, Future Cloud Accounting  
Limited



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[www.futurepositivecommunity.com](http://www.futurepositivecommunity.com)