

Build Your Personal Brand on LinkedIn

By Rebecca Mason

The Social Media Tree.

About Me

I am part of the York business community, where I help businesses succeed on Social Media.

I was previously employed for 30 years!

Worked in Travel & Tourism, spending 12 years overseas. Senior roles in hospitality, including weddings & events for IHG and, De Vere and The York Museums Trust. I previously worked at The Chamber of Commerce, and my last role was as School Director at British Study Centres.

I Set up my business in 2019 after upskilling in Strategic Social Media Marketing.

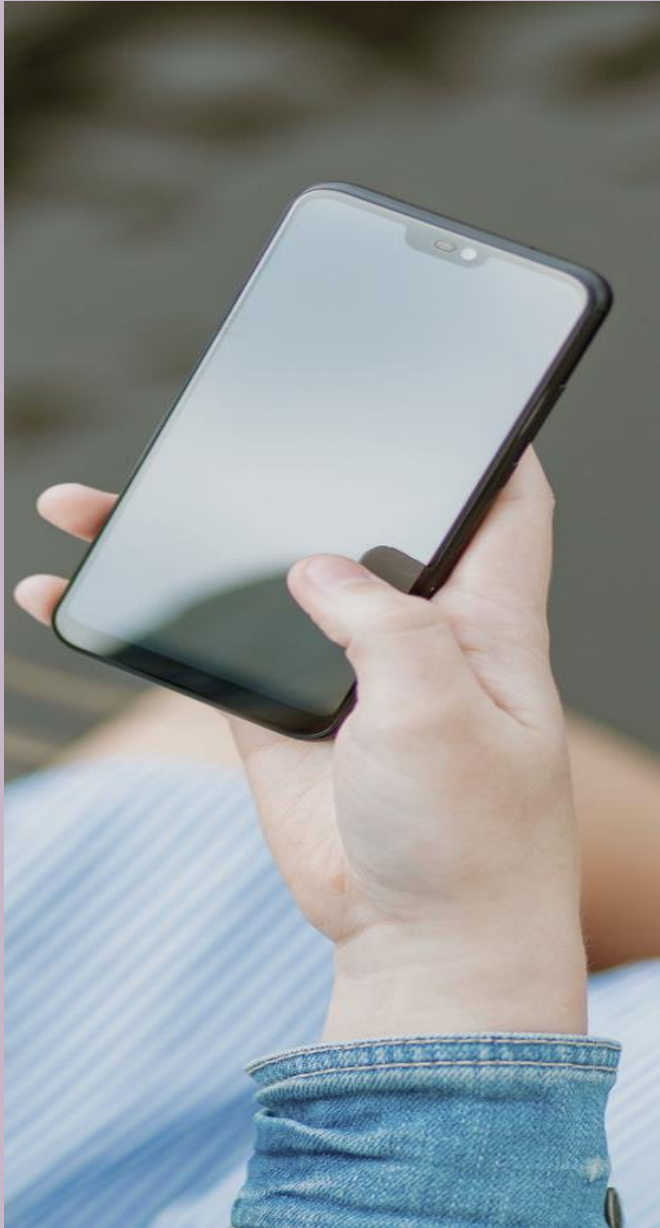
Visiting lecturer at York St John Business School and Skills Tutor with York Learning.

MY MISSION

I am passionate about helping businesses grow their online presence via Social Media and become a sociable brand.

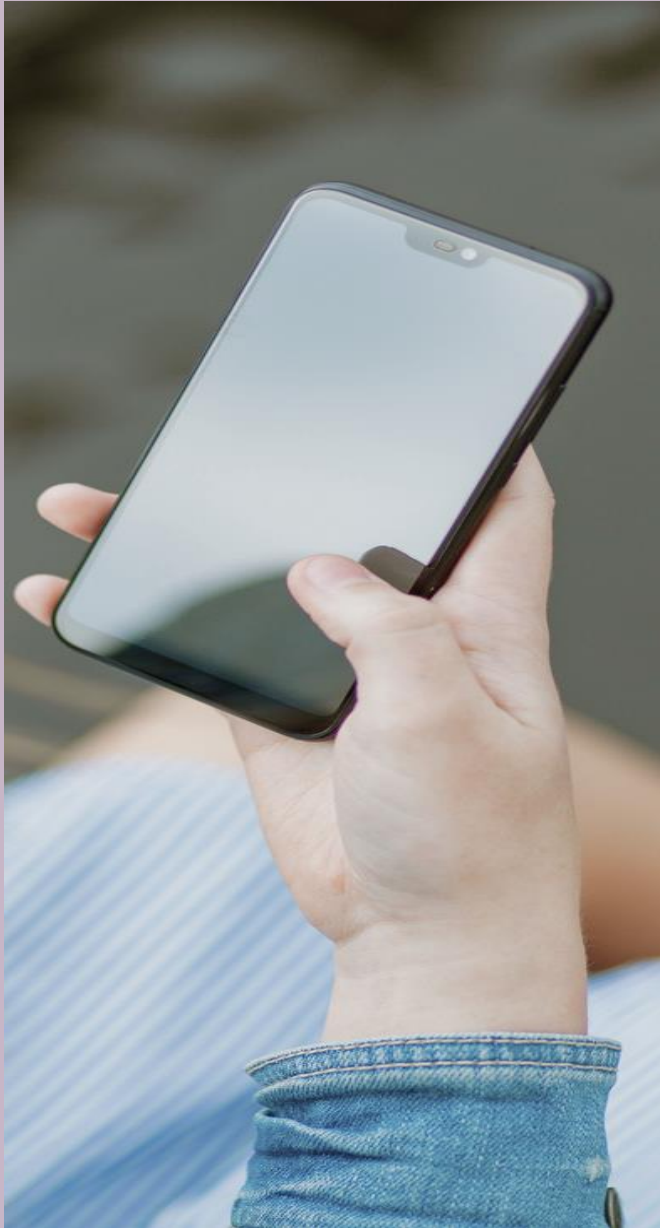


This Session.



- How to set the correct setting to be visible and protect your account.
- What functions are available, and how to use them.
- How to set up and optimise your profile
- How to make your “About” section stand out.
- How to ask for recommendations.
- How to engage with others to build your network.
- How to create content that shows your expertise/experience and build your network.
- How to implement Self-care
- Q&A session at the end.

Session Aims



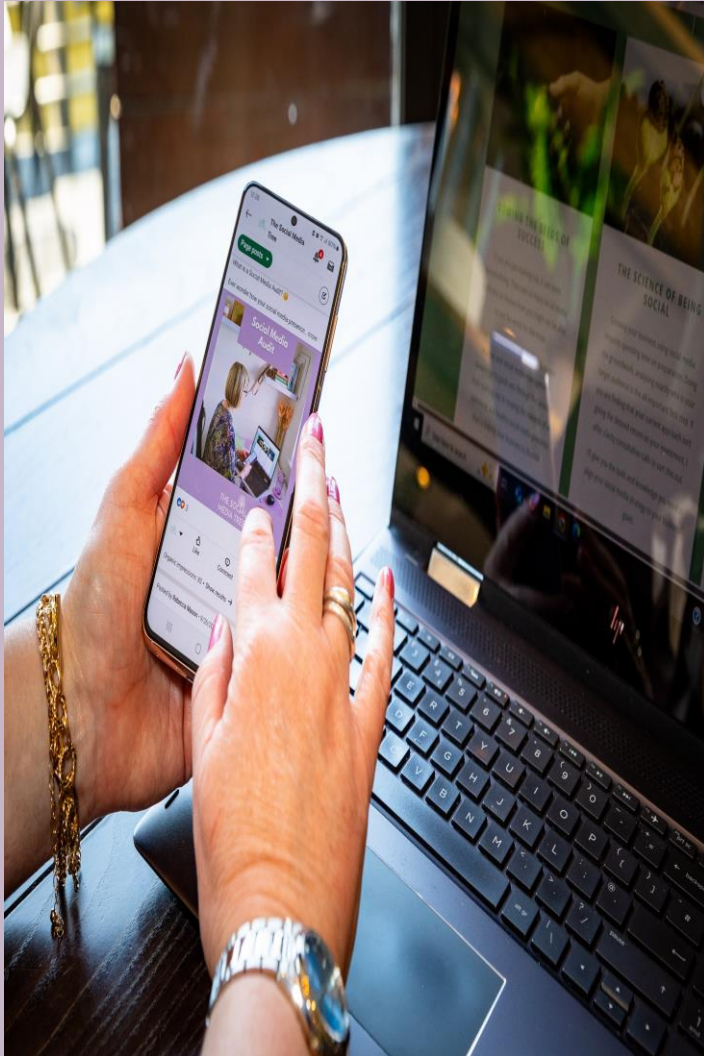
Aims:

The session aims to equip you with the knowledge and skills to effectively leverage LinkedIn for personal branding and professional networking.

By the end of this session, you will:

- Develop an Engaging Social Media Presence
- Utilise LinkedIn as a Networking Platform.
- Create and Share Value-Driven Content.
- Manage your social media mental health activity

What is a Personal Brand?



“On LinkedIn, a personal brand is the unique, memorable, and authentic representation of your skills, values, and professional identity that you curate to establish yourself as an expert, build connections, and attract opportunities within your industry.

It's the story you tell through your profile, content, and interactions, shaping a consistent perception that makes you stand out to others.”



Make an effort to understand who you are and then have the courage to just be yourself.

Claudia Sesterheim

What is LinkedIn

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps. Launched on May 5, 2003, owned by Microsoft.


The platform is primarily used for professional networking and career development.

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

LinkedIn is a platform for anyone who is looking to advance their career. This can include people from various professional backgrounds, such as small business owners, students, and job seekers.

LinkedIn members can use LinkedIn to tap into a network of professionals, companies, and groups within and beyond their industry.



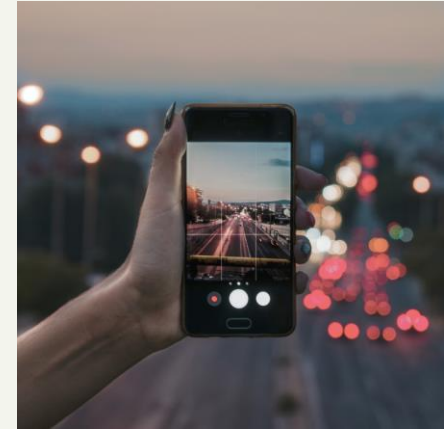
A photograph of a person's hands typing on a laptop keyboard. The person is wearing a silver watch on their left wrist and a silver ring on their left ring finger. A white text box is overlaid in the center of the image, containing the text "1.1 Billion + Global Members".

**1.1 Billion +
Global Members**

LinkedIn is the top professional platform, with over 1.1 Billion members from 200 countries and regions worldwide.

LinkedIn 2025

Statistics 1

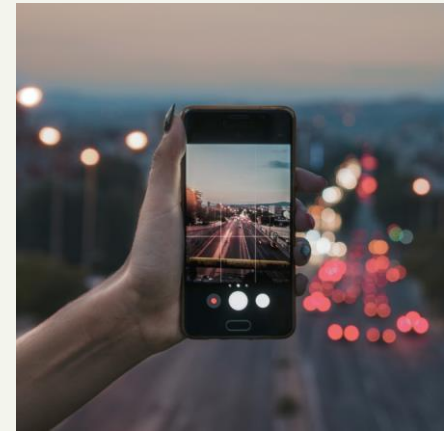
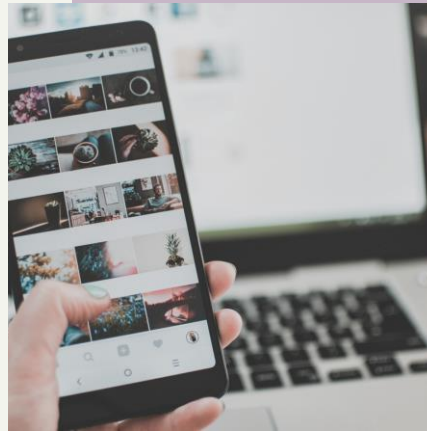


134.5 million daily active users - 43.4% of its 310 million monthly active users.

1.3 million feed updates are viewed every minute

67 Million Companies listed On LinkedIn

Statistics 2



40% of users log in daily!

The Uk has 42.9 Million users

57% of traffic comes from a mobile device

Statistics 3

- 59.1% of users are aged 25-34.
- 24.5% of users are 18-24 years old.
- Only 3.8% of users are over 55.
- 57.2% of users are male.
- 42.8% of users are female.

How to Access LinkedIn

- Desktop – Website

<https://uk.linkedin.com/>

- Desktop – App
- Mobile device - App



First Step - Settings.

It's your profile and it's important to have the right settings.

The image shows a LinkedIn profile for Rebecca Mason. The profile header includes the logo for 'THE SOCIAL MEDIA TREE' and the text 'Social Media Business Consultant & Trainer. Enhancing business results through Strategic Social Media Marketing.' with the email address 'rebecca@thesocialmediatree.co.uk'. The profile picture shows a woman with blonde hair and glasses. The bio states: 'Rebecca Mason Social Media Consultant & Trainer Lecturer at York St John Business School. Social Media Marketing - Strategy - Audit and Training. Qualified Strategic Social Media Marketer. York, England, United Kingdom · Contact info Visit my website 1,725 followers · 500+ connections'. Below the bio are buttons for 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'. A settings menu is overlaid on the right side of the profile, with a blue arrow pointing to the 'Settings & Privacy' option. The settings menu includes: 'View Profile', 'Account' (with sub-items: Settings & Privacy, Help, Language), 'Manage' (with sub-item: Posts & Activity), 'Job Posting Account', and 'Sign Out'. Other menu items visible include 'Edit profile', 'Edit URL', and 'People also viewed'.

THE SOCIAL MEDIA TREE
Social Media Business Consultant & Trainer.
Enhancing business results through Strategic Social Media Marketing.
rebecca@thesocialmediatree.co.uk

Rebecca Mason ✓
Social Media Consultant & Trainer ♦ Lecturer at York St John Business School. ♦ Social Media Marketing - Strategy - Audit and Training. ♦ Qualified Strategic Social Media Marketer.
York, England, United Kingdom · [Contact info](#)
[Visit my website](#)
1,725 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

Account
Settings & Privacy
Help
Language

Manage
Posts & Activity

Job Posting Account
Sign Out

KEY SETTINGS



Settings



Account preferences



Sign in & security



Visibility



Data privacy



Advertising data



Notifications

Profile information

Name, location, and industry →

Personal demographic information →

Verifications →

Display

Dark mode →

General preferences

Language →

Content language →

Autoplay videos

On →

Sound effects

Off →

Showing profile photos


All LinkedIn members →

Preferred Feed View


Most relevant posts (Recommended) →


KEY SETTINGS

Settings

 Account preferences

 Sign in & security

 Visibility

 Data privacy

 Advertising data

 Notifications



Account access

Email addresses rebecca@thesocialmediatree.co.uk →

Phone numbers →

Change password →

Passkeys →

Where you're signed in →


Devices that remember your password →

Two-step verification Off →


Email address – ensure that you have a back up email to keep it safe and also for alternative access.

KEY SETTINGS


Settings

 Account preferences

 Sign in & security

 Visibility

 Data privacy

 Advertising data

 Notifications

[← Back](#)

Two-step verification

Secure your LinkedIn account with two-step verification



Two step verification gives you additional security by requiring a verification code whenever you sign in on new device. [Learn more](#)



Your phone number or Authenticator App helps us keep your account secure by adding an additional layer of verification. Your phone number also helps others, who already have your phone number, discover and connect with you. You can always decide how you want your phone number used. [Learn more](#)


[Set up](#)

Note: Turning this feature on will sign you out anywhere you're currently signed in and remove all your remembered devices.

KEY SETTINGS





Settings

 Account preferences

 Sign in & security

 **Visibility**

 Data privacy

 Advertising data

 Notifications

Visibility of your profile & network

Profile viewing options Your name and headline →

Page visit visibility Off →

Edit your public profile →

Who can see or download your email address →

Who can see your connections Off →

Who can see members you follow Only visible to me →

Who can see your last name →

Representing your organizations and interests On →

Page owners exporting your data Off →

Profile discovery and visibility off LinkedIn →

Profile discovery using email address Anyone →

Profile discovery using phone number Nobody →

Blocked members →

KEY SETTINGS

The image shows a screenshot of the LinkedIn 'Settings' page. The left sidebar contains a list of settings categories: Account preferences, Sign in & security, Visibility (highlighted in green), Data privacy, Advertising data, and Notifications. A red arrow points from the 'Visibility' category to the 'Visibility of your LinkedIn activity' section on the right. A green arrow points from the 'Data privacy' category to the 'Mentions or Tags' setting. The 'Visibility of your LinkedIn activity' section includes settings for 'Manage active status' (set to 'Your Connections only'), 'Share profile updates with your network' (set to 'Off'), 'Notify connections when you're in the news' (set to 'Off'), 'Mentions or Tags' (set to 'On'), and 'Followers'.

Settings

- Account preferences
- Sign in & security
- Visibility**
- Data privacy
- Advertising data
- Notifications


Visibility of your LinkedIn activity


- Profile discovery and visibility off LinkedIn →
- Profile discovery using email address → Anyone on LinkedIn
- Profile discovery using phone number → Nobody
- Blocking →
- Manage active status → Your Connections only
- Share profile updates with your network → Off
- Notify connections when you're in the news → Off
- Mentions or Tags → On
- Followers →


KEY SETTINGS




Settings

 Account preferences

 Sign in & security

 Visibility

 Data privacy

 Advertising data

 Notifications

Notifications you receive

Searching for a job →

Hiring someone →

Connecting with others →

Network catch-up updates →

Posting and commenting →

Messaging →

Groups →

Pages →

Attending events →

News and reports →

Updating your profile →

Verifications →


Games →

KEY SETTINGS


Settings

 Account preferences

 Sign in & security

 Visibility

 Data privacy

 Advertising data

 Notifications

Data Privacy & Advertising Date. Go through the section and make the relevant settings to your preferences.

Profile information

Name, location, and industry →

Personal demographic information →

Verifications →

Display

Dark mode →

General preferences

Language →

Content language →

Autoplay videos On →

Sound effects Off →

Showing profile photos All LinkedIn members →

Preferred Feed View Most relevant posts (Recommended) →

Your Profile

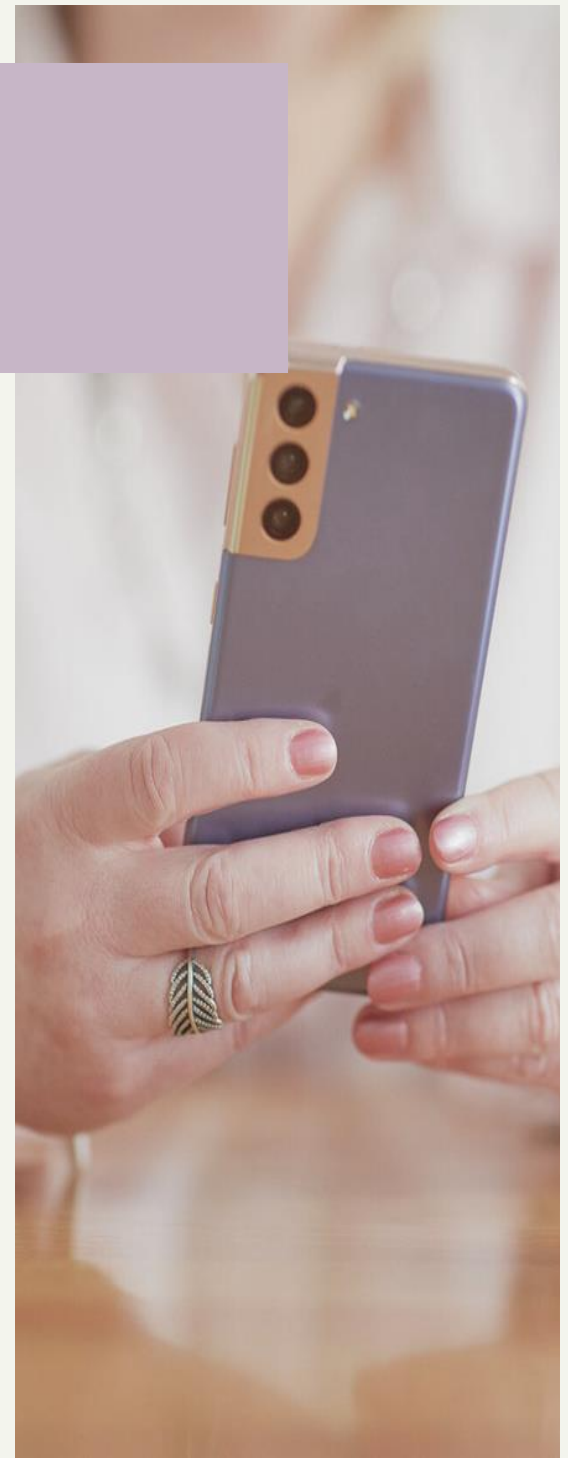
Build Your Network

**Participate in
Conversation**

Content

YOUR PROFILE

- Profile Image
- Cover Image
- Personalised URL
- Contact Details
- LinkedIn Headline
- About section
- Your LinkedIn Experience



YOUR PROFILE - Image

First impressions really do count where LinkedIn is concerned, and according to LinkedIn the platform, members with profile images get **9x** more connection requests and **21 x** more profile views.



YOUR PROFILE

Do you need to improve your LinkedIn personal profile image?
Remember the following

- That the image needs to show your smile, teeth, eyes and face!
- Images with hats or sunglasses are not suitable
- Cropped holiday images are also not appropriate, especially if you are in beachwear!
- Up to date profile images are recommended. An image of you with a completely different hairstyle from 10-15 years ago can be very misleading.

Your Profile


Personalised URL & Contact details

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York, England, United Kingdom · [Contact info](#)

[Visit my website](#)  

1,725 followers · 500+ connections

Open to

Add profile section

Enhance profile

Resources

 The Social Media Tree


Profile language 

English

Public profile & URL 

www.linkedin.com/in/rebecca-mason

Who your viewers also viewed

 Private to you

YOUR PROFILE – Cover Image

Do you have a LinkedIn cover image in place?

These can help you to stand out – think of it as your marketing billboard – showcase who you are and what you do.



The image shows a LinkedIn cover image for Rebecca at The Social Media Tree. The cover image has a purple background. On the left, there is a circular profile picture of Rebecca, a woman with blonde hair and glasses, wearing a maroon jacket and holding a white mug. To the right of the profile picture, the text reads: "THE SOCIAL MEDIA TREE" in gold, "Social Media Business Consultant & Trainer." in white, "Enhancing business results through Strategic Social Media Marketing." in white, and an email icon followed by "rebecca@thesocialmediatree.co.uk" in white. On the right side of the cover image, there is a small rectangular photo of Rebecca sitting at a desk with a laptop, a framed picture on the wall, and a blue edit icon in the top right corner. A larger blue edit icon is in the bottom right corner of the white area below the cover image.

THE SOCIAL MEDIA TREE

Social Media Business Consultant & Trainer.

Enhancing business results through Strategic Social Media Marketing.

 rebecca@thesocialmediatree.co.uk

YOUR PROFILE - HEADLINE

Your headline is up to 220 characters and is one of the most important sections on your LinkedIn profile. The first 40-50 characters are visible on the mobile, and on the desktop, the first 70-80 characters. (depending on the mobile device.)

Your Headline should include the following:

- What you do or your skills
- Who do you help or looking to work with
- A USP - something that makes you interesting and helps you stand out. Don't be afraid to use some personality! It will make you stand out amongst the many bland headlines on LinkedIn.

Do not add any emojis to your name and be careful where and what you use as these can distract from the text and hinder screen readers.

YOUR PROFILE - ABOUT SECTION

2600 characters - but don't feel you have to use it all!

- Should contain 3-5 concise paragraphs with plenty of white space, indicating who you are, your values, and what you offer.
- Think – what do you do that solves your audiences pain points!

Top tips - write it in a google/word doc first and then copy and paste it in. Include a call to action/way of contacting you within the first 2-3 lines. Consider your key skills and keywords - include these within the copy.

YOUR PROFILE - ABOUT SECTION - Skills

Ensure that the FIVE most valuable skills you want to be known for are pinned on your profile

List them.

Edit about

Skills
Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

- × Social Media Marketing
- × Training
- × Strategy
- × Social Media
- × Training Delivery

+ Add skill

i You've reached the 5 skills maximum.

Save

Your Experience

Your LinkedIn Experience section is very important.

Try not to make each section read as a description of each role; consider putting your three key achievements instead.

Try to avoid the CV approach! Add media or links to external documents within the job descriptions, too if relevant, for example, case studies or a showcase of a project. Be mindful that this is public information, though.

Don't forget to add in mentoring and volunteering experience as well. It really adds value and defines you professionally, even more so than paid experience.

Experience - Top Tip

If you have had a number of roles within the same organisation, list them under the same company experience.

Only add them separately if they need to be shown as stand-alone experiences, e.g. A UK or an overseas location. Or a different brand within an organisation.

Skills

This is a great opportunity to select the key skills you have - you can add up to 100!

You can then add these to the experiences (roles) that you have had that will support your USP's and business skills

There are 3 areas to select the skills.

1. Industry Knowledge
2. Tools & Technologies
3. Interpersonal skills.

Recommendations & Endorsements.

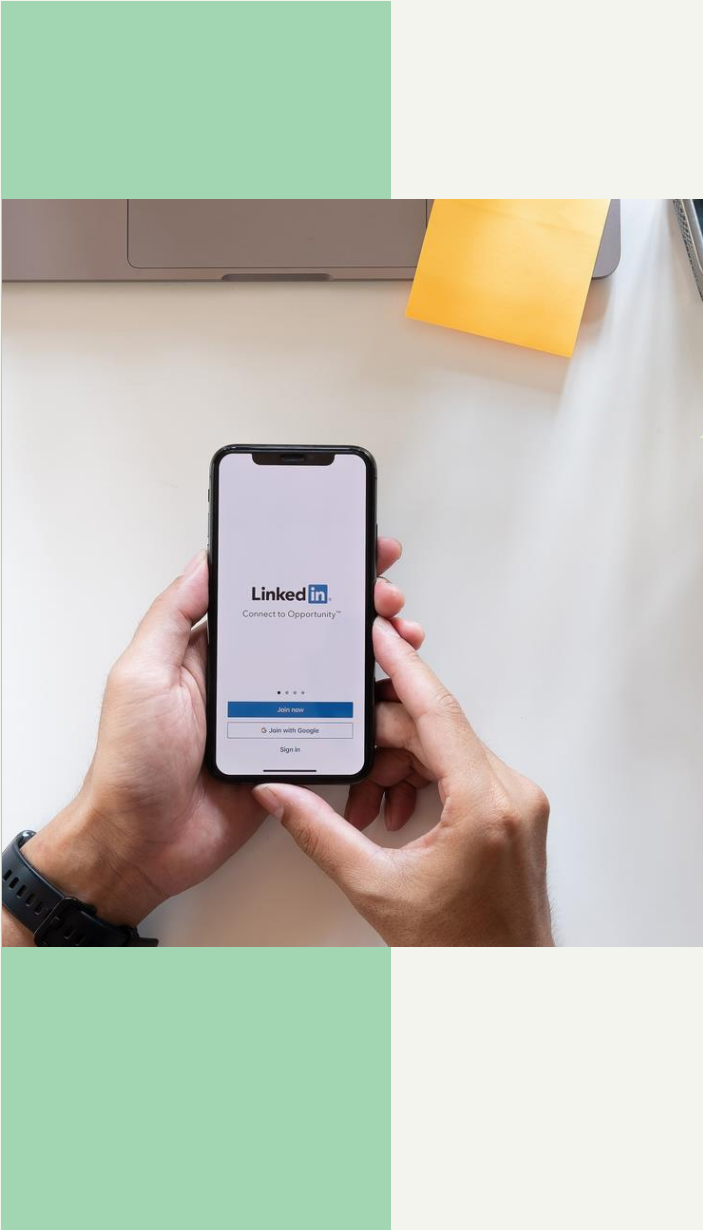
Recommendations and endorsements can come from anyone you have worked with previously or currently. You can request them from -

- Clients
- Peers
- Previous Managers and people you have managed
- Senior leaders
- People you have completed voluntary work for

Always personalise a recommendation request.



BUILD YOUR
NETWORK



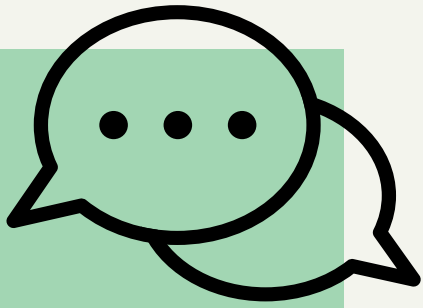
Follow peers

Make Connections

Engage



PARTICIPATE IN
CONVERSATION



You can easily participate in conversations on LinkedIn.

Participating in conversations can allow you to share your perspective on relevant issues and topics with others.

You can like and comment on posts and articles on LinkedIn.

You can also use a set of lightweight expressions called LinkedIn reactions, to easily communicate with your network.



Like



Celebrate



Support



Love



Insightful



Curious

Remember:

Make sure you can follow a conversation once you engage and be prepared to follow up.





HOW TO MAKE CONNECTIONS

What is the best way to connect on LinkedIn?

Simply firing out connection requests is not the way to go.

LinkedIn will penalise you if you send out too many requests; stick to 10 per day maximum.

Instead:

Spend time reading people's profiles and looking for active LinkedIn users.

Look for: Active posting, and mutual connections. Do they engage?

MAKING GREAT CONNECTIONS

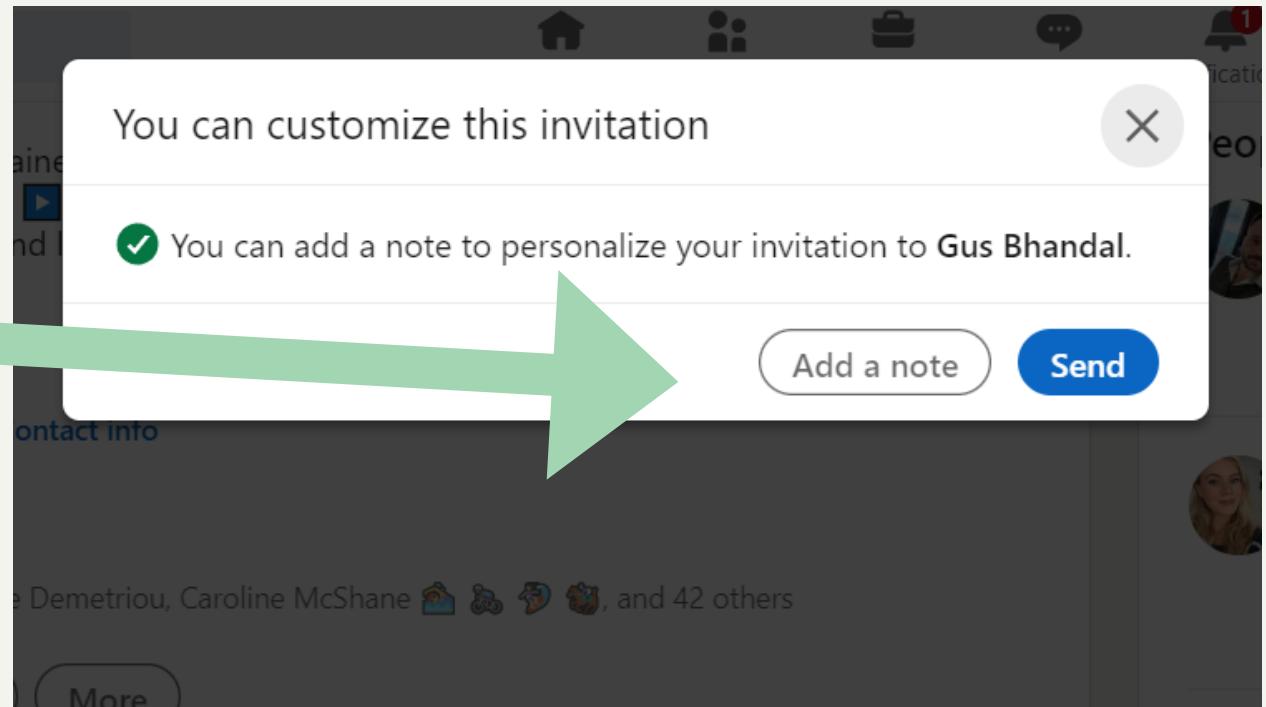
Always personalise the connection request by using the "Add a Note" function (go to their profile first).

Mention something from their profile, a mutual connection, an interesting project they worked on (find common ground!)

Opening a conversation is really important and much more likely to lead to the connection request being accepted.

Never sell or ask people for things on connection requests

MAKING GREAT CONNECTIONS



MAKING GREAT CONNECTIONS

You have 300 characters in a connection request note - suggested use is around 150, which is more than enough to find common ground and personalise appropriately.... A good connection request could look like this...

Hi (Name),

I listened to your podcast with xxx yesterday and really enjoyed it. I found your points about x really interesting, and I'd love to connect with you.

Regards,



CONTENT

YOUR VOICE



Educate

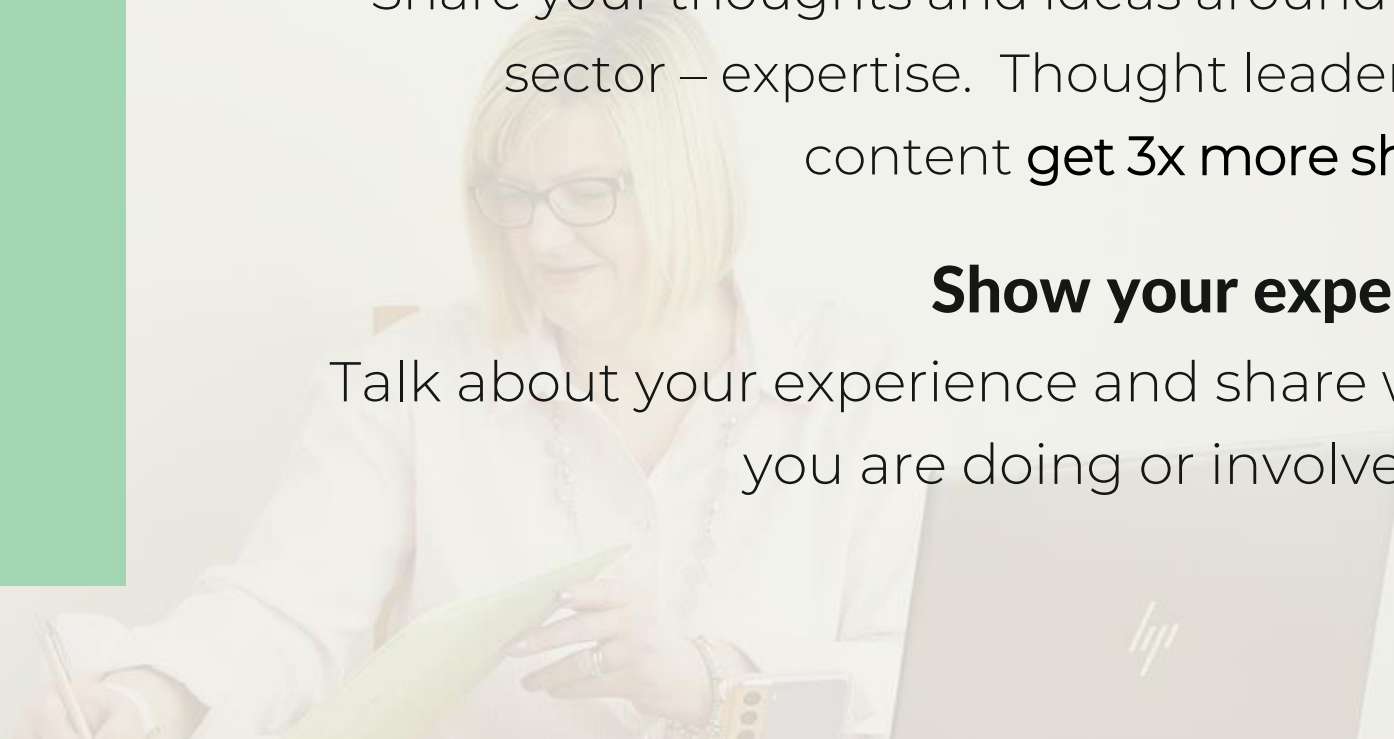
Show your knowledge in your chosen subject or sector

Empower

Share your thoughts and ideas around your sector – expertise. Thought leadership content **get 3x more shares**

Show your expertise

Talk about your experience and share work you are doing or involved in.



Content

- Video content gets 5x more engagement.
- Posts with images double engagement.
- Long-form posts (1,900-2,000 words) perform best.
- Polls boost engagement by 60%.

Hashtags

LinkedIn hashtags are keywords or phrases that categorise content. This makes it easier for users to find and engage with topics they're interested in. You can add hashtags to posts, comments, articles, profiles and even pages on the platform.

Add them to the end of your content and use Camel Case (the first letter of each word to be a capital letter)

Eg:

#TheSocialMediaTree

#SocialMediaTraining

#YorkBusiness

Start exploring them and research ones for your sector/industry.

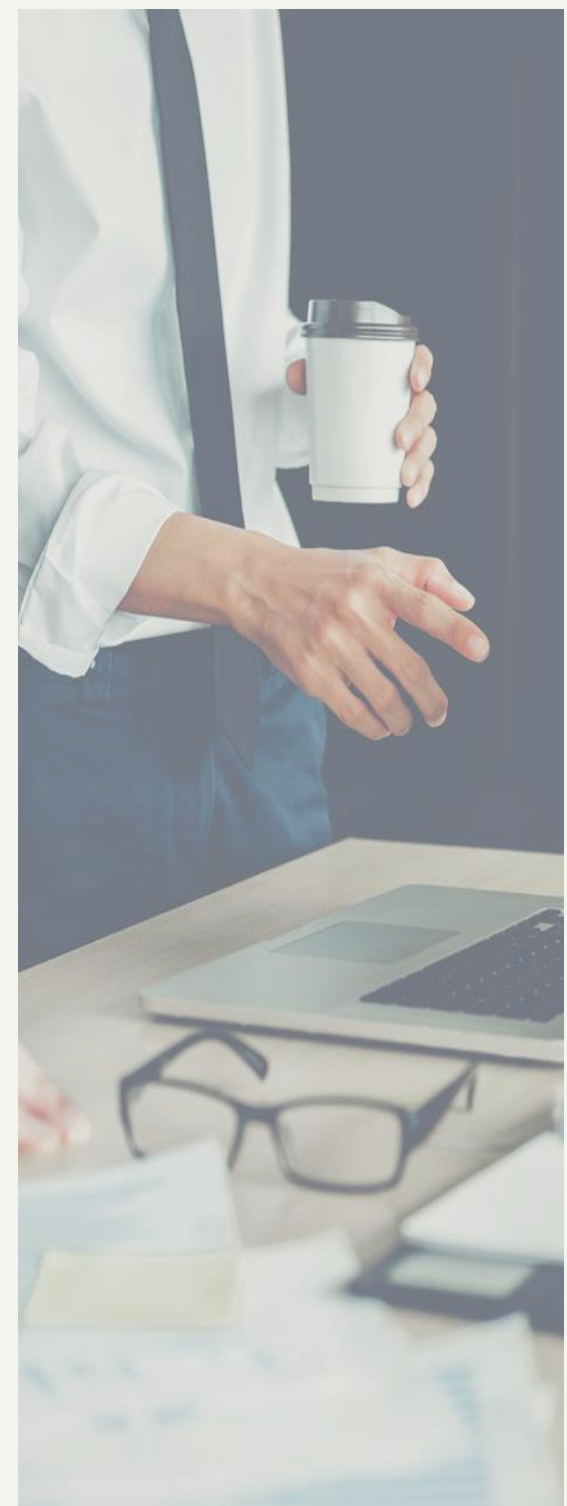
Summary

LinkedIn isn't just a CV/Employment site; it's a powerhouse for networking, marketing, and career growth.

Post consistently and target decision-makers – LinkedIn will reward your efforts

Check!

- Does your profile stand out to your target audience?
- Does your personal profile page represent you?
- Does it reflect your experience and expertise to attract your target audience and show you as a thought leader?



Social Media Selfcare

- Set a time to turn off your app notifications.
- Set up automated replies on your platforms stating your working hours.
- Schedule your posts.
- Follow and engage with only your target audience, this will ensure you are connected in the right way.
- Set your own time boundaries for being on social media
- Social media is a tool; it's supposed to work for you not against you.



Thank You





How can I help?

- Social Media Audits
- Social Media Strategy
- Social Media Training
- LinkedIn Training

- *Qualified in Strategic Social Media Marketing*
- *Passion for what I do*
- *Tailored support to meet your needs*
- *No Jargon, No nonsense.*

Rebecca Mason –The Social Media Tree

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Facebook – @TheSocialMediaTree

Instagram - @TheSocialMediaTree



THE
SOCIAL
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