

Elevate Your LinkedIn

By Rebecca Mason

The Social Media Tree.

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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

To make social media work for You, Your team and Your business.



Session Overview

This webinar is suitable for people who already have a LinkedIn presence but are looking to build and deepen their network further and elevate their online personal brand.

The Webinar will cover the importance of building a strong online presence on LinkedIn and how to achieve it. It will also delve into expanding their network through direct messaging and relevant LinkedIn groups. It will include tips on how to create engaging content utilising LinkedIn features and the types of posts that work with the current algorithm. This will also include how to plan and schedule content.

The session aims to equip participants with the knowledge and skills to effectively elevate their personal branding and professional networking to achieve their business goals.

This Session.

Is your profile optimised to elevate your personal brand.

LinkedIn features and types of posts.

How to create content that shows your expertise/experience and build your network.

How to engage with others to build your network using LinkedIn groups.

How to build recommendations to show thought leadership.

How to use direct messages to build your network.

How to measure ROI through LinkedIn analytics

How to continue Social Media selfcare to prevent overwhelm



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.





1 Billion+
Members

310 million users are active monthly.

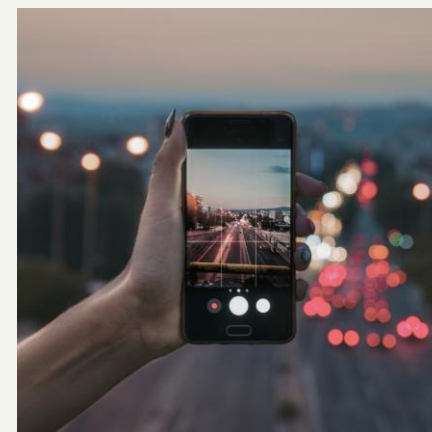
The U.K. has 42.9 million users.



16.2%
of LinkedIn
Users are Active
Daily
(134.4M)



78%
use it to stay
updated on
industry news.



40%
of users log in
daily.

Question

“How often do you use LinkedIn for networking?”

Daily / Weekly / Rarely / Never)

**Optimise Your
Profile**

**Building Your
Network**

Participate in Groups

Content Creation

First Impressions Matter

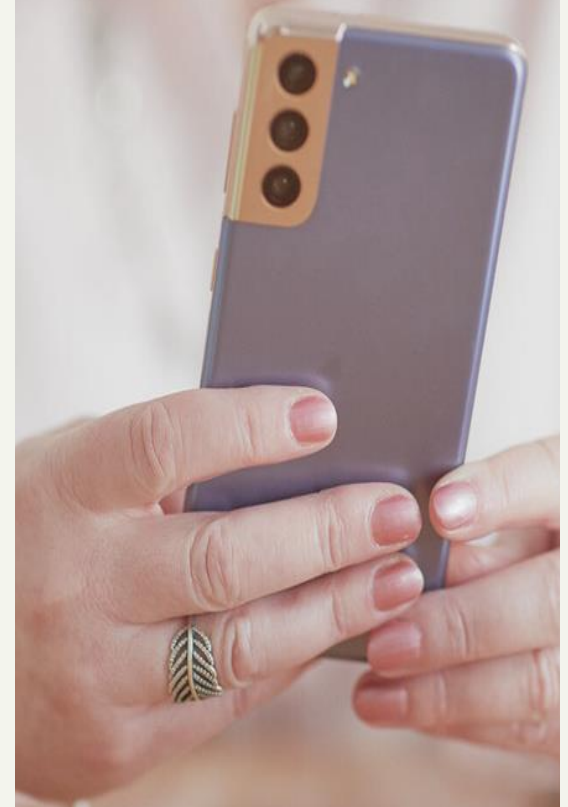
Your profile is your digital first impression.

Think of your LinkedIn as your professional landing page.

6 Key Areas:

1. Profile photo & banner
2. Headline
3. About section
4. Experience
5. Skills & Recommendations
6. Featured content

See webinar 1 - **Build Your Personal Brand on LinkedIn** if you are unsure how to optimise areas 1 to 4



Optimise your profile

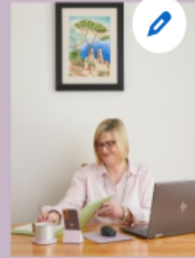
THE
SOCIAL
MEDIA TREE





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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](#)  

 The Social Media Tree

Profile language

English

Public profile & URL

www.linkedin.com/in/rebecca-mason



CONTENT CREATION

LinkedIn



- Businessperson, work-focused
- Industry leader
- Loves to network
- Mentors and supports others in business
- Strong sense of corporate responsibility
- Curious about the running of a business, work processes and industry news
- Keen to learn
- Eager to grow business but not through pushy sales

LinkedIn Goals/Objectives



It is really important to establish why you are posting on LinkedIn

What do you want to achieve – what do you want each post to achieve?

Need be aligned with your overall business goals.

YOUR VOICE



Educate

Show your knowledge in your chosen subject or sector

Engage

Ask questions - that show your experience and expertise in your sector.

Expertise

Show thought leadership by sharing and talking about your experiences and expertise in your subject/sector.





LinkedIn Features





LinkedIn Features & Post Types

LinkedIn content formats:

- Text posts
- Images & carousels
- Videos
- Polls
- Articles & Newsletters

- Video content gets 5x more engagement.
- Posts with images double engagement - Visuals grab attention.
- Long-form posts (1,900-2,000 words) perform really well – Articles & Newsletters
- Tuesdays and Thursdays are top posting days.
- 8 AM and 12 PM are peak posting times.
- Polls boost engagement by 60%. A source to gain insights and start conversations.






Create a post





Rebecca Mason ▼
Post to Anyone

What do you want to talk about?

😊

Create a post step 2



Rebecca Mason ▾

Post to Anyone



What do you want to talk about?



Add media

✦ Rewrite with AI



Post



Practical Posting Tips

- Hook (key Message) in first 2 lines
- Tag people & use relevant hashtags
- End with a call-to-action – what do you want people to do from reading this post



Plan & Schedule Content

- Plan weekly/monthly
- Use LinkedIn's scheduling function
- Batch content



The Algorithm

What Works:

- Authentic storytelling
- Early engagement
- Conversation starters
- Consistency

What Doesn't:

- Spammy links
- Over-promotion
- Irregular posting



LinkedIn Groups

The communities you belong to may hold the keys to your success. Getting involved in group conversations and fostering relationships with other members pays off in the long-term.

Finding The Right Groups

You can search for groups by name or keyword or recommended by LinkedIn.

Enter your keyword or group name in the **Search** bar at the top of your LinkedIn homepage.

Select **(group name) Groups** from the dropdown.

To browse for groups recommended for you by LinkedIn:

Click the **Work** icon in the top right of your LinkedIn homepage and select **Groups** from the menu that appears.

Scroll down to the bottom of the page and click **Search**.

On the search results page, you can view a list of groups that are relevant to your search.

This feature identifies existing groups on LinkedIn that may interest you. LinkedIn looks for similar attributes between you and other members in groups (attributes such as companies, schools, or industries in common) and present suggestions for groups you may want to join.



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

My Apps



Find New Clients



Groups



Manage Billing

Talent



Talent Insights



Hire with AI

Sales



Services Marketplace

Learning



Learning

Explore more for business

Hire on LinkedIn

Find, attract and recruit talent

Sell with LinkedIn

Unlock sales opportunities

Start a job post

Create a job in minutes

Advertise on LinkedIn

Acquire customers and grow your business

Get started with Premium

Expand and leverage your network

Learn with LinkedIn

Courses to develop your employees

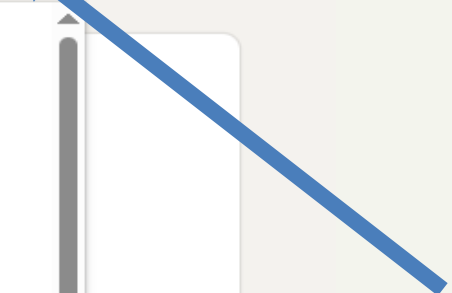
Admin Center

Manage billing and account details

Create a Company Page +



2



1

Groups



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

Your groups

Requested

Create group



Radius Community

2,365 members



York Business Network

245 members



#NotOverNotOut

2,150 members



Yorkshire Women in Business

441 members



The 6 Minute Entrepreneur

3,911 members



CIM | The Chartered Institute of Marketing Official Group

52,586 members



Network Yorkshire

9,932 members



Groups you might be interested in



The UK Travel Industry

77,119 members

Join



Growth Mindset & Wellbeing Community

92,172 members

Join



Women Business Owners & Female Entrepreneurs

19,429 members

Join



Sales Management Executives

622,158 members

Join

Discover Groups

Click on a group's name to learn more about it.

The information **About this group** can be found on the group homepage.

LinkedIn navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me, For Business, Advertise

Search: Search

Your groups: Requested, Create group

To help you focus on the best communities for you, we limit your total number of pending requests to join. [Learn More](#)

Discover groups
Find other trusted communities that share and support your goals.

[Discover](#)

Groups you might be interested in:

- The UK Travel Industry**
77,119 members
[Join](#)
- Growth Mindset & Wellbeing Community**
92,172 members
[Join](#)
- Women Business Owners & Female Entrepreneurs**
19,429 members
[Join](#)
- Sales Management Executives**
622,158 members
[Join](#)
- The Hotel Group**
496,802 members
[Join](#)

Participating in LinkedIn Groups

Introduce yourself - Make a great first impression. Share who you are, why you've joined the group, and some details about your professional journey.

Join in with your insights – Catch up on the latest conversations in the group and share your unique insights and experiences.

Start a new conversation - Ask a question, share news or opportunities, and (TAG) @ mention other members who can add value to the conversation.

Practice networking etiquette - Build strong relationships by being thoughtful and respectful, avoiding promotion, and staying relevant.

Follow the rules and avoid cross-promoting the same content in multiple groups if it isn't relevant to the ongoing conversations in the group.

Be Consistent – don't just join groups when you have something to promote or sell – it's about being consistent and building trust – just like in person networking

Things to Note

Group managers may review your request to join or ask for additional information to make sure you meet their membership criteria.

Membership approval is solely up to the group.

Ensure you read the group guidelines.



Recommendations



Recommendations

Why Recommendations Matter

1. Build Credibility & Trust

- Real proof of your skills and impact
- More authentic than simple reviews

2. Strengthen Your Personal Brand

- Others validate your professional story
- Great for business owners, freelancers & leaders

How to get Recommendation

Ask Strategically

- Reach out to colleagues, clients, mentors
- Choose people who can describe your impact
- Pass the favour back and write a recommendation for them.

Recommendations = Credibility +
Visibility + Trust



Direct messaging – DM's

Direct messages to build network

Goal: Get them to accept and open your message
– then respond.

Best Practices

- Keep it **under 300 characters**.
- Mention a **specific reason** for reaching out (mutual interests, industry, post they shared, etc.).
- Avoid generic lines like “I’d like to add you to my professional network.”

Example Messages

- Hi [Name], I really enjoyed your recent post on [topic]. I’m also working in [related field] and would love to connect to share ideas.



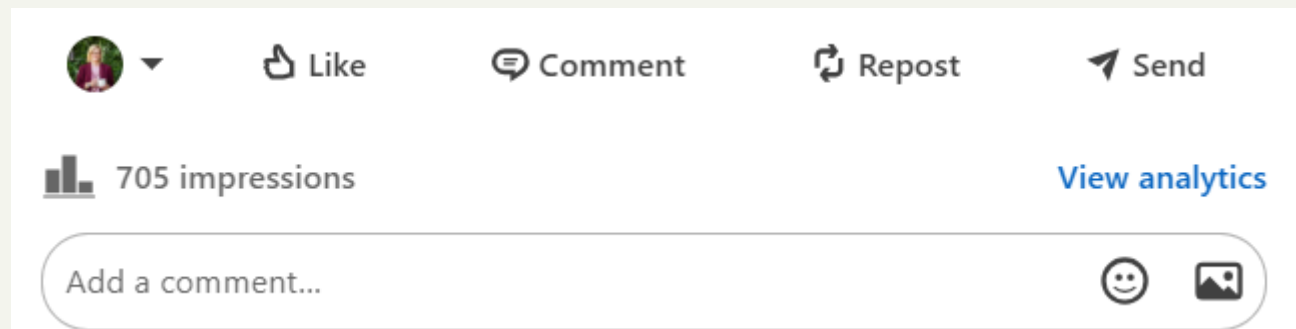
ROI Analytics

Measure What Matters

Track:

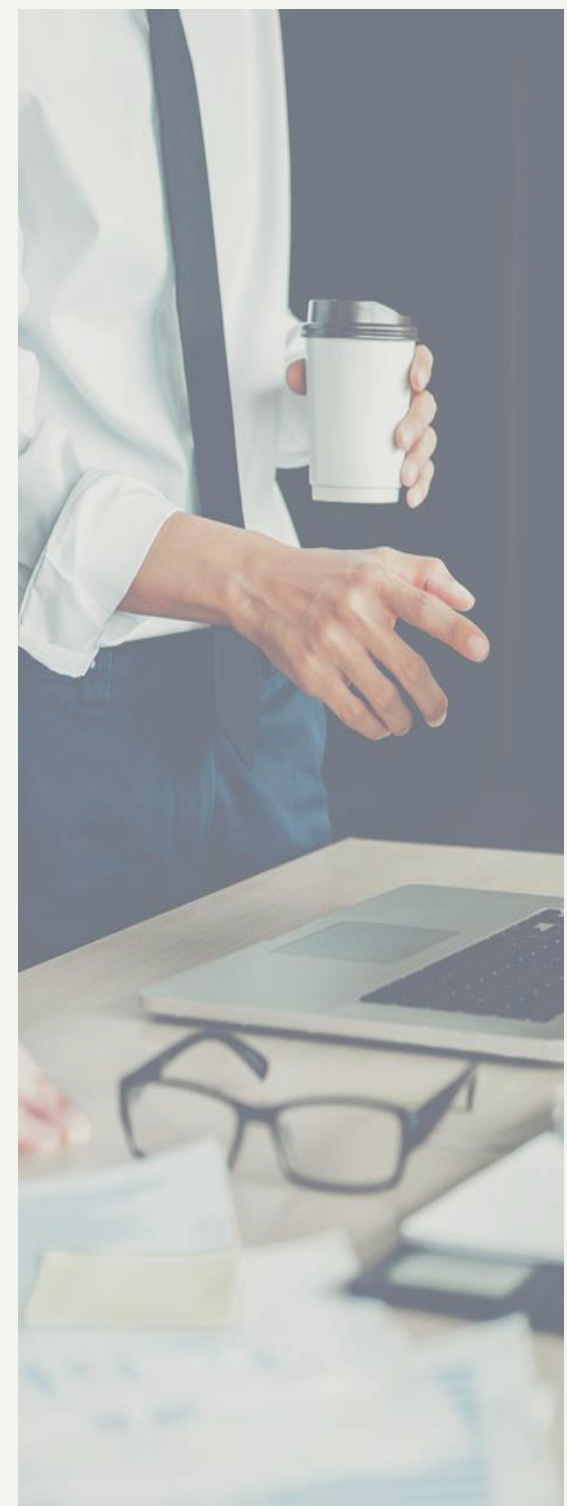
- Profile views
- Post impressions
- Engagement rate

You can measure these per post – simply click on the View Analytics at the bottom of the post.



Summary

- Optimise your profile
- Post valuable content
- Post consistently and target decision-makers
- Engage strategically in relevant groups and in your network
- Measure results
- Maintain wellbeing



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.*

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