



How to win on LinkedIn

Module #1: How to stand out

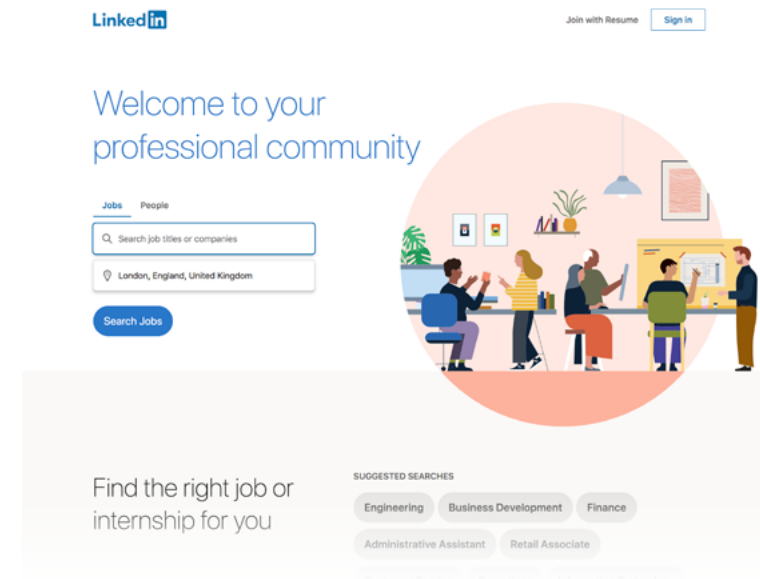


Be part of it!

Introduction

LinkedIn has revolutionised the way we connect with and collaborate with professionals in our sector. Not only has it become a great platform to demonstrate your personal skills to potential employers, it's also a fantastic tool for building your business profile, increasing your network, reaching B2B customers and promoting your brand, product or service.

The VMA Academy, in partnership with animal health marcomms agency Pegasus, has compiled the top three quick-fire practical tips and tricks to maximise your personal or business profile on LinkedIn:



TIP #1

BE VISIBLE

TIP #1: BE VISIBLE

Claim your customised URL

- By default, once you have set up an account your URL will contain a bunch of random numbers and letters
- You can change this and make yourself or your business easy to find and share by personalising your URL
- To do this first navigate to the 'edit public profile and URL' tab – this should be in the right-hand corner of your profile page
- Once you do this a new tab will open and you can click on the pencil icon to edit it
- Choose your preferred LinkedIn URL name and then save
- If that URL is available it will confirm. If it's taken you can try adding a middle initial, last name followed by first name, or perhaps adding your location to your name e.g. 'JoeBloggsUK'

Add a background image

- Add background image
- To do this first navigate to your profile by clicking on your image and select the pencil icon to edit your profile
- You can simply change your background image by clicking on it and uploading a new image – e.g. one that represents the animal health sector you work in

Add multimedia

- A great way to showcase the value of yourself or your business is to add multimedia examples of your work or campaigns (ideally those that are already in the public domain!)
- To do this, go to the 'About' section of your profile
- To the right click the pencil icon
- From here you can add a link to external documents or files e.g. links to video content available on YouTube or campaigns that have featured in the press

TIP #2

BE RELEVANT

TIP #2: BE RELEVANT

- **Be aware of your audience**
Use keywords and relevant images to enable your profile to appear in search to make your posts more visible
- **Use @mentions and #hashtags to increase your audience**
These will increase your audience size by 'pulling' your post into relevant searches and tagged engagements
- **Find your #hashtag communities**
To find your hashtag community you go to the snapshot on your profile and click on the community icon. Click on 'discover more' to find relevant communities within animal health sector. Once you've found the communities you want to be found it start using them in your updates to make yourself more visible
- **Create value for your network by sharing relevant information**
This could be industry news or links to your company's blog post for example, quotes or infographics
- **Find and follow key opinion leaders in your sector**
This can lead to post inspiration, ideas and to find interesting content to share
- **Share information when you know your audience is online.**
For example – if you want to engage office workers, you're probably most likely to catch them at lunchtime or on their daily commute. There are lots of scheduling tools you can use for this too if you need to post out of hours
- **Determine the right advertising method**
You can also use LinkedIn to advertise directly to your customers. The VMA Academy will cover this in more detail in a forthcoming module but if you are considering a paid media campaign on LinkedIn, first think about the strategy that will be most appropriate for your audience
 - InMail
 - Dark ads
 - Boosted content

TIP #3

BE AUTHENTIC

TIP #3: BE AUTHENTIC

Especially important for your personal profile but also your brand!

- **Be professional**
Don't be afraid to let a bit of your personality shine through, but keep it professional and always make sure you are familiar with your organisation's social media sharing policy so that you don't inadvertently contravene any internal policies
- **Celebrate the sector and share success**
The animal health sector is extremely supportive and will applaud and share your positivity!
- **Go longform**
Digital research shows that longer form content gets more engagement on LinkedIn, especially if it's an opinion piece e.g. a training tip, product or service review or even sharing the details of a book or seminar in the sector that you've found interesting or helpful
- **Use offline tools before you publish**
If you're writing a long form post it sometimes helps to craft it in word so it's easier to proof, spell check, format and add links. Plus you won't accidentally lose your work if you lose your internet connection!
- **Don't be afraid to promote other people's content**
It can get pretty boring if you're only sharing your own organisations content and re-sharing content from others is a great way to form relationships on LinkedIn with opinion leaders and your customers - just but make sure you don't pass it off as your own!
- **Emojis are still ok!**
But consider swapping out the smiley faces and poop emojis and icons for pointing fingers, icons and symbols most appropriate for your business
- **Stay active** and make sure your profile is updated regularly with any new developments, news or status
- **And finally**
Share with pride – add your LinkedIn profile to your email signature and business cards, making it easy for your peers to connect and strike up a relationship online

Forthcoming VMA Academy modules on 'How to win on LinkedIn' coming soon.

For more information on how to win in social, you can contact the Animal Health team at Pegasus at:

animal@thisispegasus.co.uk

If you have any ideas on topics, you'd like to hear from the VMA on please do not hesitate to get in touch:

committee@vma.org.uk



Veterinary Marketing Association