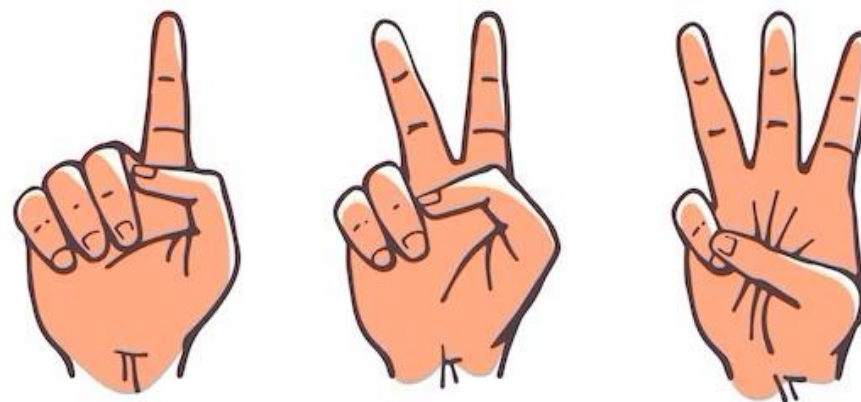




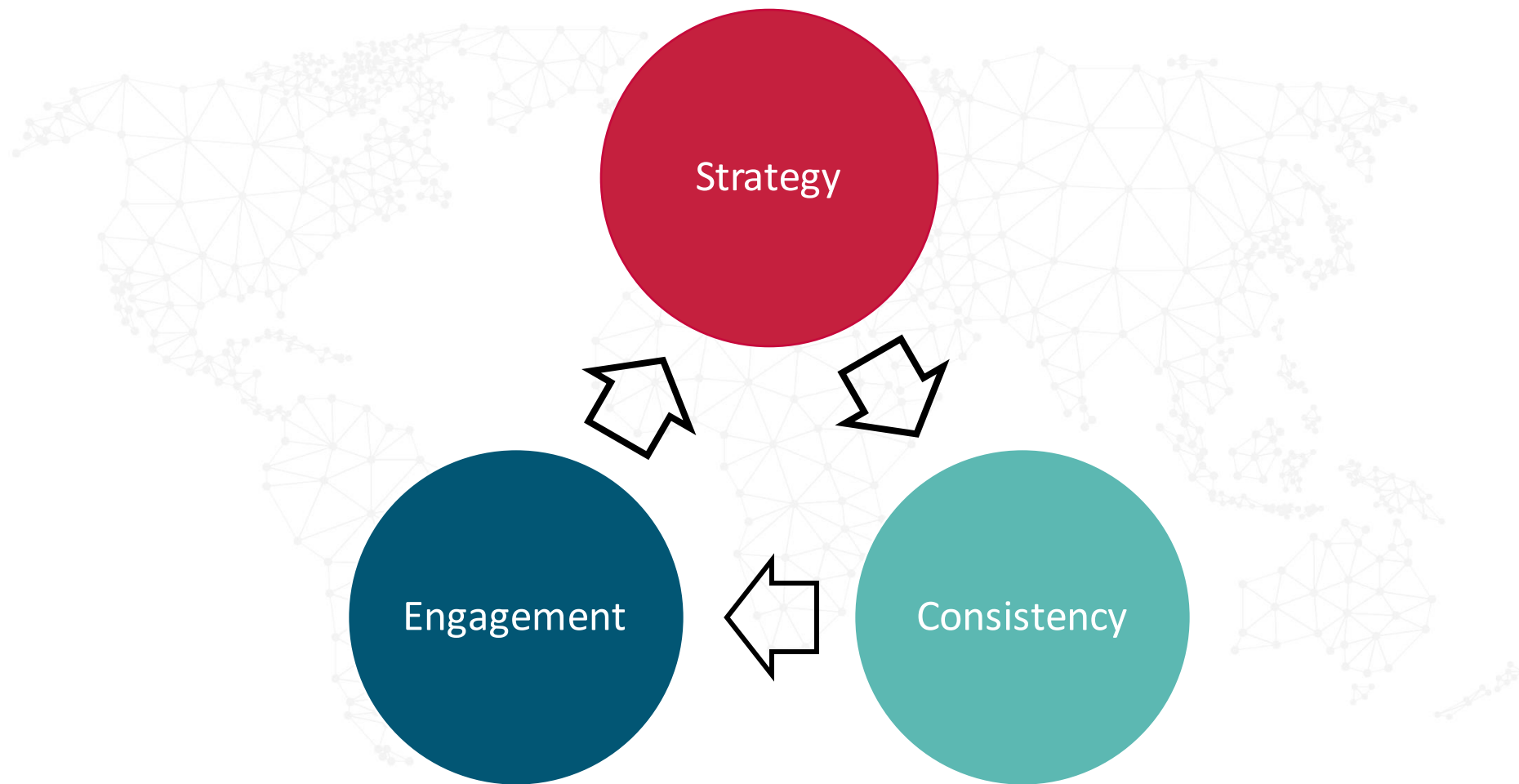
Promoting the ACC Brand and Your Personal Brand Effectively

- Enhancing your Presence on LinkedIn
- Crafting an Effective LinkedIn Post
- Engaging with Chapter and ACC Content



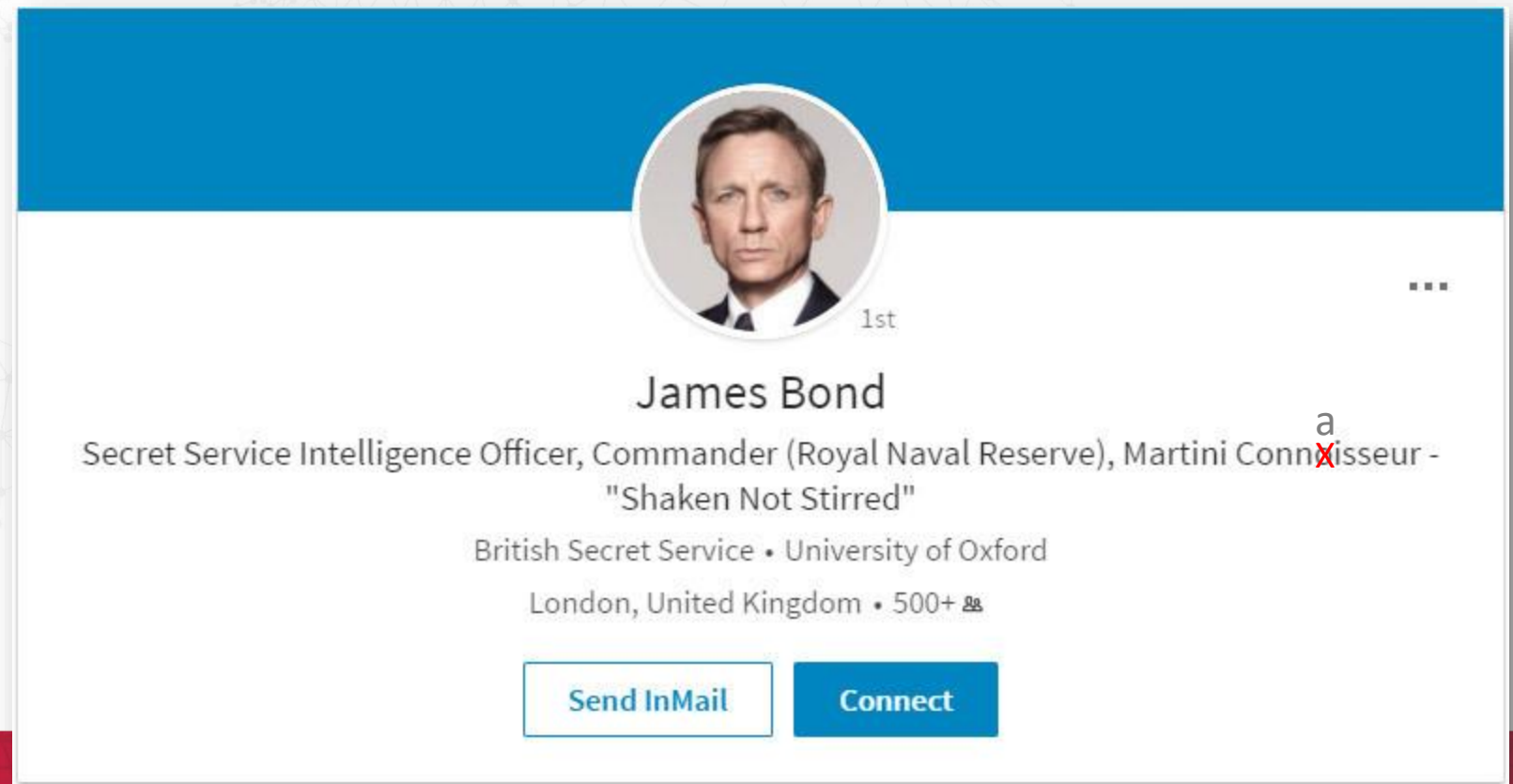






Optimize Your Profile

- Professional Photo
- Compelling Headline
- Detailed Summary
- Experience and Skills
- Custom URL



The image shows a screenshot of a LinkedIn profile for James Bond. The profile features a blue header bar, a circular profile picture of a man in a suit, and a headline that reads "James Bond" followed by "Secret Service Intelligence Officer, Commander (Royal Naval Reserve), Martini Connoisseur - 'Shaken Not Stirred'". Below the headline, it lists "British Secret Service • University of Oxford" and "London, United Kingdom • 500+ connections". At the bottom, there are two buttons: "Send InMail" and "Connect".

1st

James Bond

Secret Service Intelligence Officer, Commander (Royal Naval Reserve), Martini Connoisseur -
"Shaken Not Stirred"

British Secret Service • University of Oxford

London, United Kingdom • 500+ connections

[Send InMail](#) [Connect](#)

Share Valuable Content

- **Write Articles:** Use LinkedIn's publishing platform to write and share articles on topics relevant to your industry.
- **Curate Content:** Share industry news, trends, and insights. Add your perspective to spark discussions.
- **Multimedia Posts:** Use images, infographics, videos, and slide decks to make your posts more engaging and visually appealing.
- **Regular Updates:** Post regularly to keep your profile active and maintain visibility. Aim for at least a few posts per week.

Engage with Your Network

- **Comment and React:** Engage with posts from your connections by liking, commenting, and sharing your insights.
- **Endorse and Recommend:** Endorse your connections for their skills and write recommendations for colleagues. Often, they will reciprocate.
- **Connect Strategically:** Send personalized connection requests to people you meet professionally, including a brief message about why you'd like to connect.



Showcase Your Expertise



- **Highlight Projects:** Use the “Featured” section to showcase key projects, publications, or presentations.
- **Add Certifications:** List relevant certifications, courses, and accomplishments. Use LinkedIn Learning to acquire new skills and add them to your profile.
- **Skills and Endorsements:** Regularly update your skills and seek endorsements from colleagues who can vouch for your expertise.
- **Accomplishments:** Include details of awards, honors, publications, and other professional achievements.

Leverage LinkedIn Analytics

- **Track Engagement:** Monitor which posts are getting the most engagement (likes, comments, shares) to understand what resonates with your audience.
- **Profile Views:** Check who's viewed your profile and reach out to potential connections or opportunities.
- **Follower Insights:** Analyze your follower demographics to tailor your content to your audience.
- **Content Performance:** Use insights from LinkedIn's analytics to determine the best times to post and the types of content that work best for you.

Crafting an effective LinkedIn post

- Start with a Strong Hook
- Provide Value
- Be Concise and Clear
- Include a Call-to-Action (CTA)
- Use Multimedia
- Optimize for Engagement

Crafting an effective LinkedIn post

Find YOUR own tone of voice

The Four Dimensions of Tone of Voice

Formal |—————| Casual

Serious |—————| Funny

Respectful |—————| Irreverent

Matter-of-fact |—————| Enthusiastic

Engaging with Chapter and ACC Content

- www.acc.com
- ACC LinkedIn pages
- Post ACC initiatives you lead or are part of
- Become a brand ambassador, Socxo



Your turn now!

Commit to post at least once in the next two days:

- Be conscious about the tone of voice
- Think about the message
- Include an image/video
- Tag three colleagues
- Include a call to action
- Consider the following hashtags: #ACCE2024, #inhouse, #accfamily

