

# Leveraging LinkedIn

Presented by Shara Clark, MA, APR



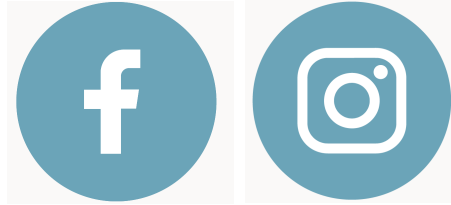
# Today, we'll talk about...

- Why social media and LinkedIn
- Maximizing your personal profile
- Connecting, engaging, and sharing



# Why Social Media & LinkedIn





**SPEND time**



**INVEST time**



# Why use social media professionally at all?

- Make an impression
- Grow awareness
- Build relationships
- Better results from cold calling
- Build trust
- Find people and get their attention
- Gain knowledge

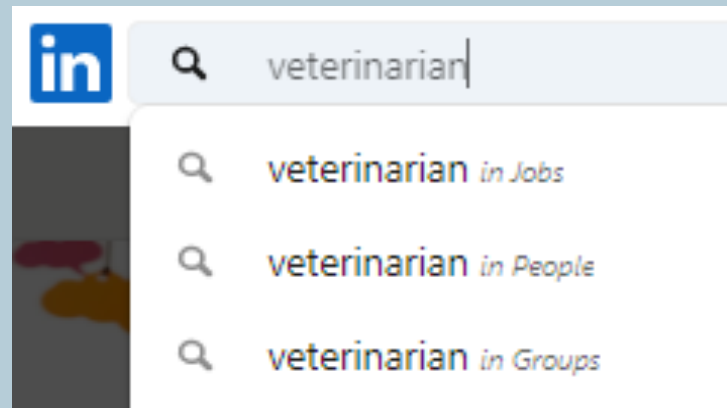


**Know | Like | Trust**

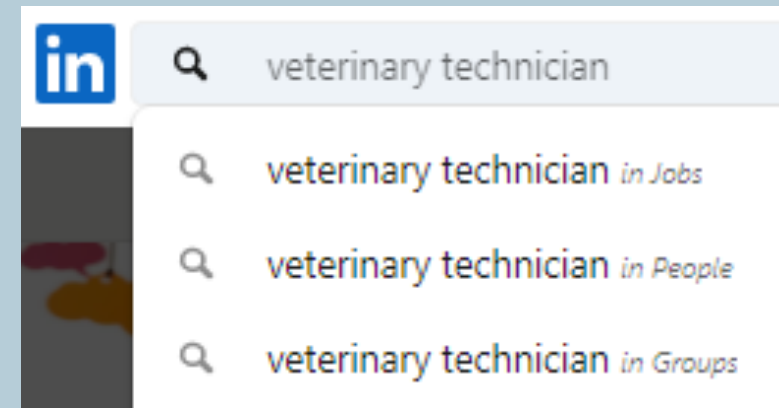




# LinkedIn + Veterinary Profession



- 16,000+ Jobs
- 339,000 in People
- 129 in Groups



- 14,000+ Jobs
- 206,000 in People
- 30 in Groups

# Largest Professional Network

- 722+ million members
- 200 countries and 24 languages
- Execs from every Fortune 500 company
- 55 million companies
- More than 2 million active groups
- 51% of college graduates use it
- 40 million people search jobs every week



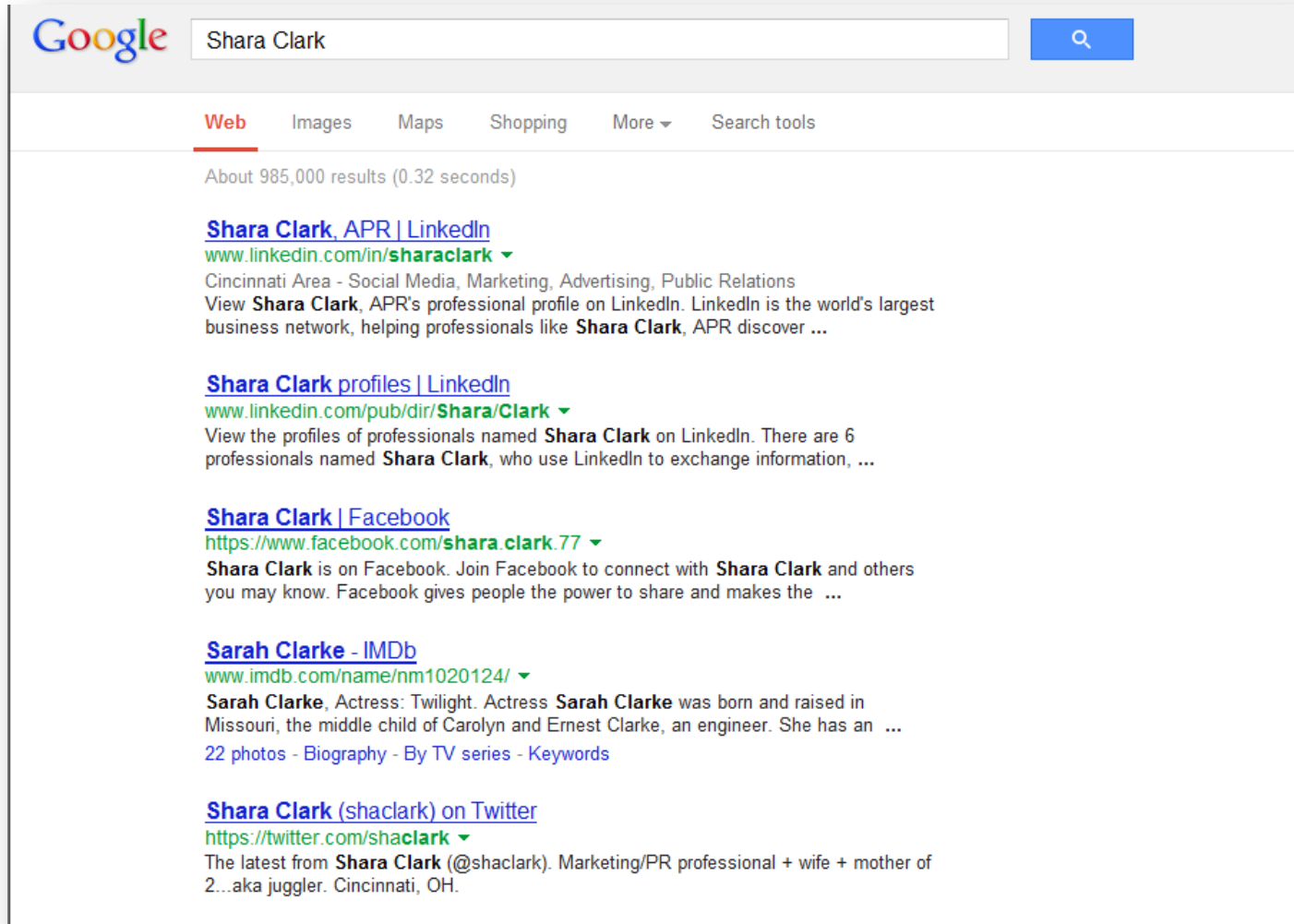
# Maximizing Your Profile



**You never get a second chance  
to make a first impression...**



# Search is the Front Door



Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 985,000 results (0.32 seconds)

[Shara Clark, APR | LinkedIn](#)  
[www.linkedin.com/in/sharaclark](http://www.linkedin.com/in/sharaclark) ▾  
Cincinnati Area - Social Media, Marketing, Advertising, Public Relations  
View **Shara Clark**, APR's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Shara Clark**, APR discover ...

[Shara Clark profiles | LinkedIn](#)  
[www.linkedin.com/pub/dir/Shara/Clark](http://www.linkedin.com/pub/dir/Shara/Clark) ▾  
View the profiles of professionals named **Shara Clark** on LinkedIn. There are 6 professionals named **Shara Clark**, who use LinkedIn to exchange information, ...

[Shara Clark | Facebook](#)  
<https://www.facebook.com/shara.clark.77> ▾  
**Shara Clark** is on Facebook. Join Facebook to connect with **Shara Clark** and others you may know. Facebook gives people the power to share and makes the ...

[Sarah Clarke - IMDb](#)  
[www.imdb.com/name/nm1020124/](http://www.imdb.com/name/nm1020124/) ▾  
**Sarah Clarke**, Actress: Twilight. Actress **Sarah Clarke** was born and raised in Missouri, the middle child of Carolyn and Ernest Clarke, an engineer. She has an ...  
[22 photos](#) - [Biography](#) - [By TV series](#) - [Keywords](#)

[Shara Clark \(shaclark\) on Twitter](#)  
<https://twitter.com/shaclark> ▾  
The latest from **Shara Clark** (@shaclark). Marketing/PR professional + wife + mother of 2...aka juggler. Cincinnati, OH.



# Five Steps to a Strong Profile



- Images
- Headline
- Summary
- Customize Sections
- Personal URL and Public Profile







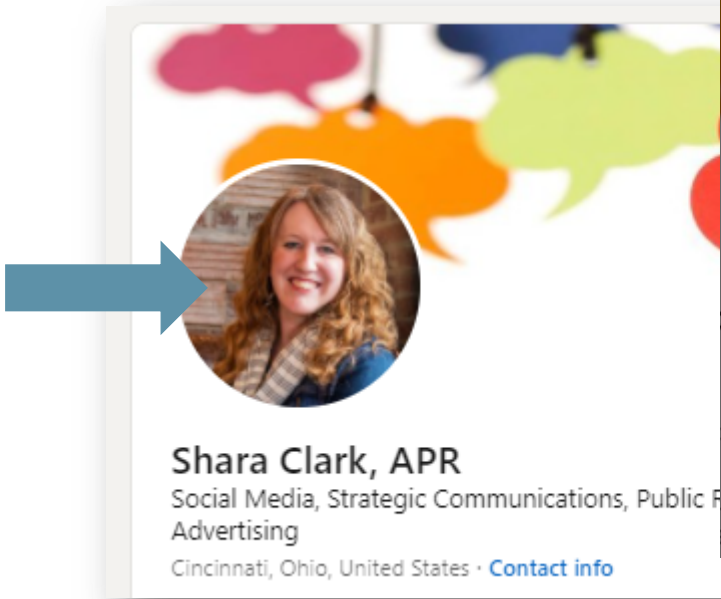
# Cover Photo



Opportunity to use organization cover photos!

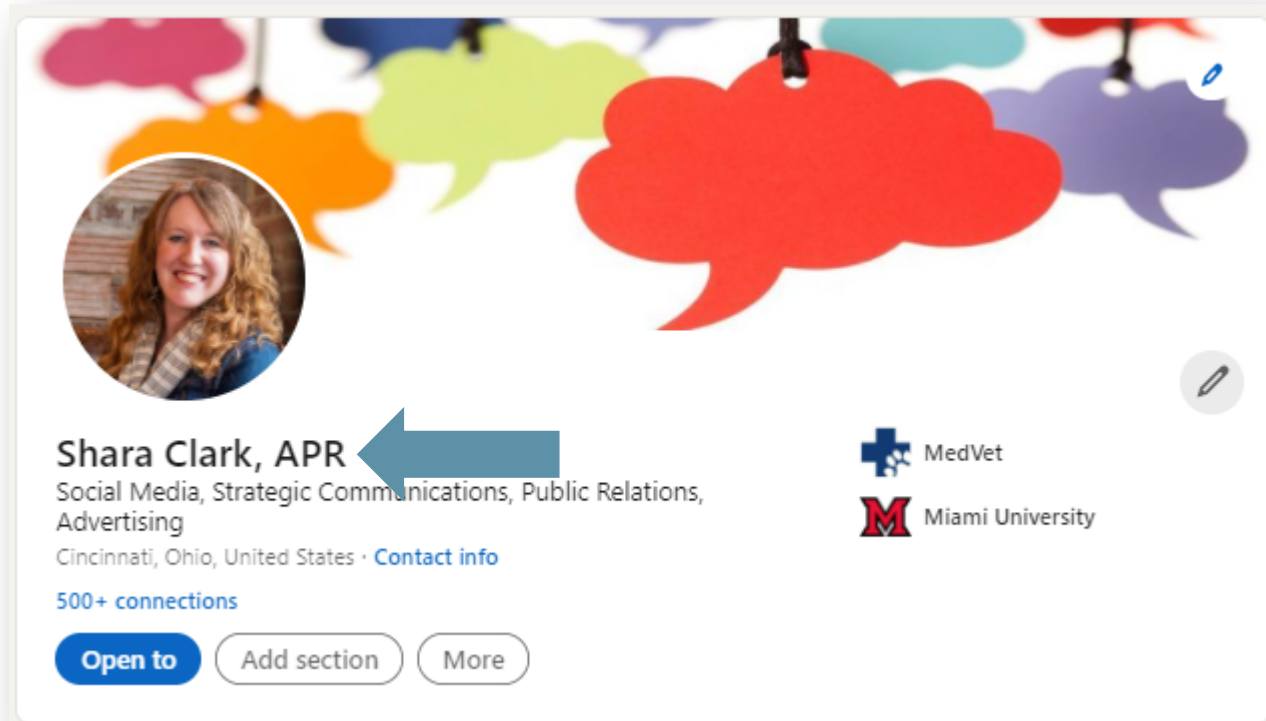


# Your Photo





# Your Name



Include credentials... it follows you everywhere on LinkedIn!



# Headline

A screenshot of a LinkedIn profile for Shara Clark, APR. The profile picture shows a woman with blonde hair. The headline is "Shara Clark, APR" followed by "Social Media, Strategic Communications, Public Relations, Advertising". Below this is "Cincinnati, Ohio, United States · [Contact info](#)" and "500+ connections". There are three buttons: "Open to", "Add section", and "More". To the right of the profile are logos for "MedVet" and "Miami University". A blue arrow points from the left towards the headline area.

**Shara Clark, APR**  
Social Media, Strategic Communications, Public Relations,  
Advertising  
Cincinnati, Ohio, United States · [Contact info](#)  
500+ connections

[Open to](#) [Add section](#) [More](#)

MedVet  
Miami University

Does not have to be your job title...  
think of keywords you'd want to be found for!



# Summary (About)

A screenshot of a LinkedIn profile for Shara Clark, APR. The profile includes a circular profile picture of a woman with red hair, a header with her name and title, a list of skills, a bio, and statistics for profile views and share views. A blue arrow points to the bio section.

**Shara Clark, APR**  
Social Media, Strategic Communications, Public Relations, Advertising  
Miami University • Miami University  
Cincinnati Area, KY • 500+ &

Experienced marketing and communications professional with background in financial services and nonprofit. Specialize in creative marketing communications campaigns utilizing a variety of channels to reach intended audiences.

Specialties: branding, marketing, public relations, social media, copywriting, editing, creative direction, design, media relations, event planning, marketing plans, strategic communications, project management, presentations, budgeting, direct mail, community outreach, web strategy [See less](#)

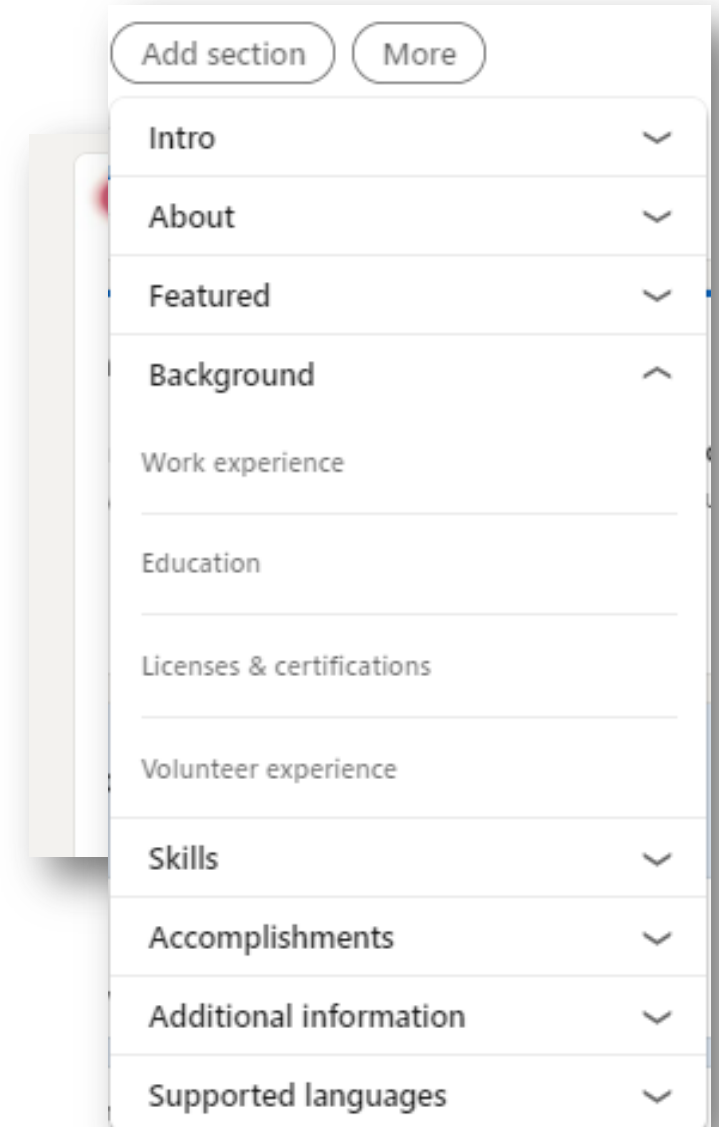
50 Who's viewed your profile      3,350 Views of your share

Your Activity



# Utilize Sections

- Adding more sections gives opportunities to connect
- Builds "know, like, and trust"
- More info on the profile = more visibility
- All Star LinkedIn status helps search results







# Your Experience

### Add experience

Notify network  
Turn on to notify your network. Job change updates can take up to 2 hours.

Title\*  
Ex: Retail Sales Manager

Employment type  
Please select  
Country-specific employment types  
[Learn more](#)

Company name\*  
 MedV  
 MedVet Company • Veterinary  
Ex: London, United Kingdom

I am currently working in this role

Headline  
Social Media, Strategic Communications, Public Relations, Advertising

Industry\*  
Public Relations & Communications  
LinkedIn uses industry information to provide more relevant recommendations

Description  
  
0/2,000

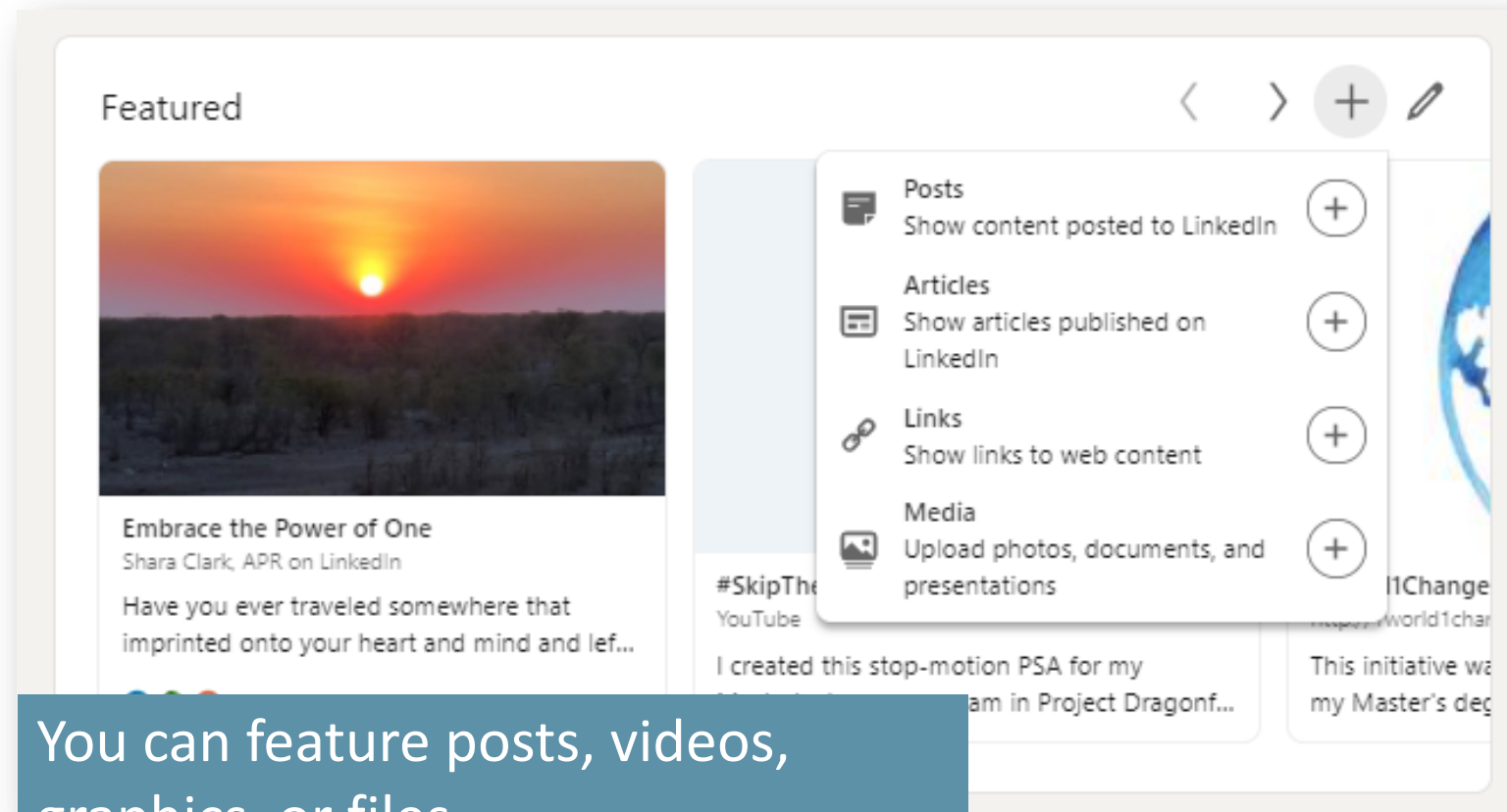
Media  
Add or link to external documents, photos, sites, videos, and presentations. [Learn more](#)

[+ Add media](#)

[Save](#)



# Add Featured Items



You can feature posts, videos, graphics, or files





# Endorsements

Skills & endorsements Add a new skill

[Take skill quiz](#)

Press Releases · 32

Endorsed by 2 of Shara's colleagues at Miami University

Media Relations · 29

Endorsed by Phil Johnson, MBA and 2 others who are highly skilled at this

Endorsed by 5 of Shara's colleagues at Great American Insurance Group

Public Relations · 27

Endorsed by Kevin Dugan and 3 others who are highly skilled at this

Endorsed by 3 of Shara's colleagues at Miami University

Industry Knowledge

Social Media · 23	<a href="#">Strategic Communications</a> · 21
Event Planning · 14	Copywriting · 13
Advertising · 11	Marketing · 11
Editing · 7	Social Media Marketing · 6
Crisis Communications · 4	Web Content · 4



Skills & endorsements

[+](#) Insurance · 77

Endorsed by Andrew Bari and 76 other mutual connections are highly skilled at this

[+](#) Marketing Strategy · 40

Endorsed by Edward A. Bari and 39 other mutual connections

Marketing Strategy · 40

Thanks for endorsing Sarah

Help identify relevant opportunities and content for Sarah on LinkedIn

How good is Sarah at Marketing Strategy?

Good Very good Highly skilled

How do you know about Sarah's Marketing Strategy skills?

Select a relationship

Your response is anonymous and will not be directly shared with Sarah or other LinkedIn members. [Learn more](#)

Submit



# Recommendations

Sarah Berger (she/her/hers)  
Vice President, Marketing

[Recommend Sarah](#)

**Write Sarah a recommendation** ×

The recommendation will appear on Sarah Berger (she/her/hers)'s profile.

How do you know Sarah?

Relationship

Select relationship

Position at the time

Select Sarah's position at the time

Next

and marketing captive  
markets Division of Great

Sarah several times and  
knowledge and  
any agency owner, MGA,  
group looking to leverage  
their expertise into more revenue opportunities throu... See more



# Recommendations

Recommendations

Ask for a recommendation

Ask for a recommendation

Help us personalize your request

Who do you want to ask? \*

Who do you want to ask?

Next

Ask Katie to recommend you

Include a personalized message with your request



**Katie Quinn**

Katie reported directly to you

Hi Katie, could you write me a recommendation?


Send



# Your Public Profile

Stop Losing Market Share - Learn to Measure Your Digital Success vs. Competition - Free Report Ad ...

[Edit public profile & URL](#)



**Edit your custom URL**  
Personalize the URL for your profile.  
www.linkedin.com/in/

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel **Save**

People also viewed

**Shara Clark, APR**  
Social Media, Strategic Communications, Public Relations, Advertising  
Cincinnati, Ohio, United States · [Contact info](#)  
500+ connections

**Open to** Add section More



# Your Public Profile

Your profile's public visibility On

Basic (required)

Name, number of connections, and region

Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

All LinkedIn members

Public  
All LinkedIn members on or off LinkedIn.  
Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Websites Show

Summary Show

Articles & Activity Show

You decide which sections of your profile are visible



# Contact Settings

Edit contact info

Profile URL  
[linkedin.com/in/sharaclark](https://www.linkedin.com/in/sharaclark)

Website URL  
  [Remove website](#)

+ Add website

Phone

Address

Email address  
[sharamclark@gmail.com](mailto:sharamclark@gmail.com)

Twitter

+ Add instant messenger

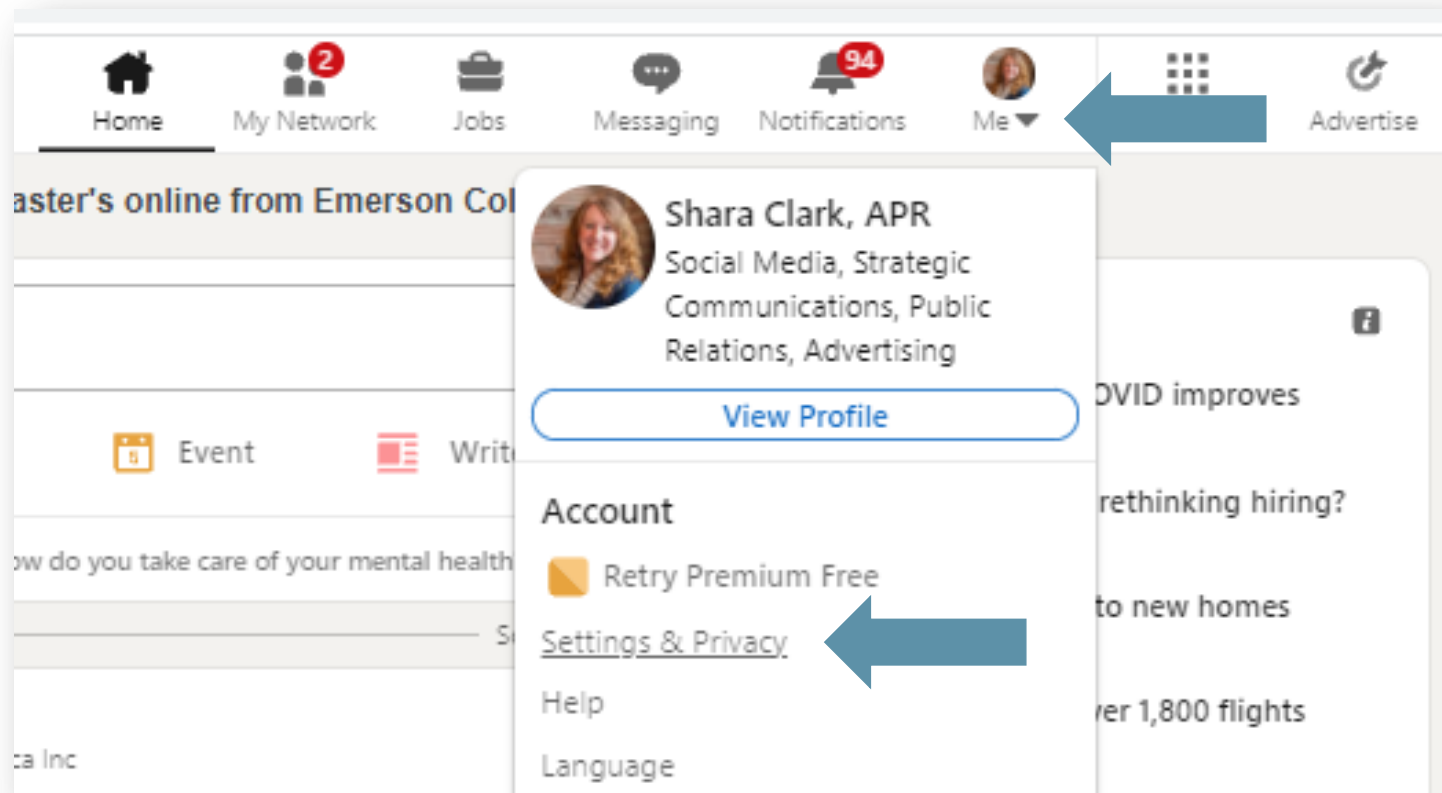
Birthday  
  [Birthday visible to: Your network](#)

[Save](#)

Make sure your contact info is up to date and accessible



# Privacy & Account Settings





# Privacy & Account Settings

The screenshot shows the LinkedIn account settings page. On the left, a navigation menu is highlighted with a blue border. The menu items are: Account preferences, Profile information (highlighted with a green bar), Display, Site preferences, Syncing options, Subscriptions & payments, Partners & services, Account management, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. Below the menu, there are links for "Have questions?" and "Visit Help Center".

**Account preferences**

- Profile information
- Display
- Site preferences
- Syncing options
- Subscriptions & payments
- Partners & services
- Account management

**Sign in & security**

**Visibility**

**Communications**

**Data privacy**

**Advertising data**

[Have questions?](#)  
[Visit Help Center](#)

---

## Profile information

---

**Name, location, and industry** Change  
Choose how your name and profile fields appear to other members

---

**Personal demographic information** Change  
Choose what details you provide about your personal demographics

---

## Display

Control how LinkedIn works when using this device

---

**Dark mode** Change  
Choose to use your device settings or select between dark and light mode

---

## Site preferences

Manage your LinkedIn experience

---

**Language** Change  
Select the language you use on LinkedIn English

---

**Content language** Change  
Select a language for translation



# Questions about your profile?

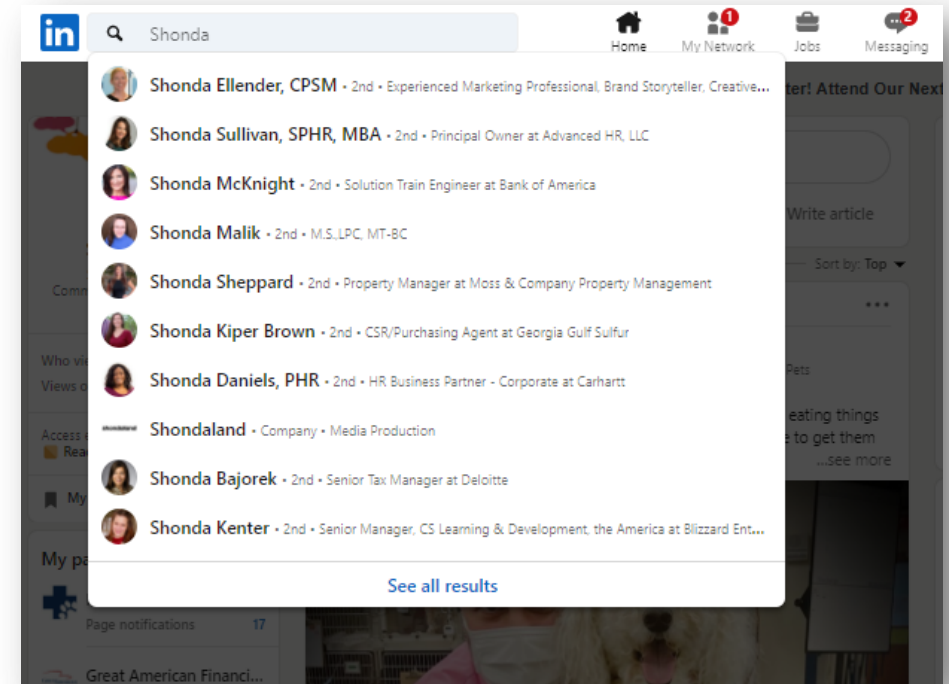


# Connecting, Engaging, & Sharing





# Get Connected






# Get Connected

You can customize this invitation ✕

✔ You can add a note to personalize your invitation to Shonda Ellender, CPSM.



Invite Shonda to connect ✕

Build a quality network by connecting only with people you know.

Message (optional)

Hi, Shonda - Just wanted to get connected to you here on LinkedIn

234 / 300

**PREMIUM**

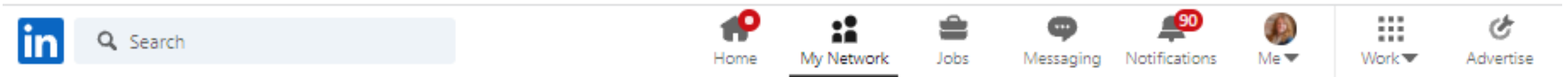
Don't know Shonda? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Reactivate Premium](#)



# Accepting Connections

- They'll have access to your network
- Others may ask you about them and vice versa
- You may see updates on their activities
- You can accept or ignore (you can note that you don't know this person)





# Reaching Beyond Your Connections

The screenshot shows a LinkedIn search for 'veterinarian' with approximately 339,000 results. The search filters are set to 'People'. A filter overlay is open on the right side of the screen, showing options to filter by connections, locations, and current company.

**Search Results:**

- Diane Krumanaker • 2nd**  
Associate Veterinarian at Montgomery Animal Hospital  
Cincinnati, OH  
Current: Associate Veterinarian at Montgomery Animal Hospital - Small animal veterinarian - dog, cats, small mammals, birds, and reptiles  
Erin Rolfes, APR is a shared connection
- Beth Cunningham Molleson • 2nd**  
Veterinarian  
Cincinnati, OH  
Current: Consulting Veterinarian at Royal Canin  
Katy Meinhardt is a shared connection
- Emily Ward, DVM • 2nd**  
Veterinarian (Practice Limited to Veterinary Dentistry) at MedVet  
Mason, OH  
Past: Associate Veterinarian at Hollywood Hill Animal Hospital  
Nathan Harling, Carolyn Luther, DVM, and 1 other shared connection
- Amy Snyder • 2nd**  
Veterinarian at Animal Hospital of West Chester  
Cincinnati, OH  
Tami Adcock, Nathan Harling, and 1 other shared connection

**Filter Overlay:**

- Filter only People by
- Connections**  
 1st  2nd  
 3rd+
- Locations**  
 United States  Brazil  
 California, United States  France  
 Spain
- Current company**  
 Banfield Pet Hospital  VCA Animal Hospitals  
 Boehringer Ingelheim  Zoetis Inc



# Reaching Beyond Your Connections

- Request an introduction
- Ask shared connections for perspective
- Premium lets you send InMail

The image shows a LinkedIn search interface. On the left, a search bar contains the word 'veterinarian'. Below the search bar are tabs for 'People' and 'Companies'. A list of search results is shown, with blue arrows pointing from the list to the main profile view on the right. The main profile view is for Emily Ward, DVM, a Veterinarian (Practice Limited to Veterinary Dentistry) at MedVet in Mason, Ohio. The profile includes a profile picture, a banner image, and a bio. Below the bio, it shows '52 connections' and a list of shared connections: 'You both know Sarah Berger (she/her/hers), Carolyn Luther, DVM and 1 other'. There are buttons for 'Connect', 'Message', and 'More'. Below the profile, there is a 'Highlights' section with a blue arrow pointing to a highlight: 'You both work at MedVet' with the subtext 'Emily started at MedVet 6 months before you did' and a 'Say hello' button. The top navigation bar includes 'Home', 'My Network', 'Jobs', and 'Messages'.



# Join Groups

The screenshot shows a LinkedIn search for "veterinary technician" with the "Groups" filter selected. The search results list several groups, with the "Veterinary Jobs & Relief Work USA" group highlighted by a callout box. The callout box displays the group's profile picture (a white kitten), the "VET&PET jobs marketplace" logo, the group name "Veterinary Jobs & Relief Work USA", its status as a "Listed group" with "1,667 members", and a "Request to join" button.

Group Name	Members	Description
Veterinary Technician	8 members	MATC / Madison College Alumnus in Veterinary Technician Field
Minnesota Equine Veterinary Technician Networking Group	6 members	The Minnesota Equine Veterinary Technician Networking Group was created to build equine technicians in the state of Minnesota and the surrounding areas. This group w
Veterinary Technician Network of South Florida	6 members	Help us build a large network of Veterinary Technicians in sunny south Florida to congreets, and help our profession grow as we learn not only from eachother, but also w
Veterinary Jobs & Relief Work USA	1.7K members	Welcome! This group is for everyone in the <b>veterinary</b> space - you are either looking for new Veterinarian, Veterinary Technician, Veterinary Nurse or other Veterinary Career Opportunities, or you are recruiting for new Veterinarian...
Veterinary Jobs & Locum Work Australia	765 members	Welcome! This group is for everyone in the <b>veterinary</b> space - you are either looking for new Veterinarian, Veterinary Technician, Veterinary Nurse or other Veterinary Career Opportunities, or you are recruiting for new Veterinarian...
Veterinary Jobs & Locum Work UK - United Kingdom	732 members	Welcome! This group is for everyone in the <b>veterinary</b> space - you are either looking for new Veterinarian, Veterinary Technician, Veterinary Nurse or other Veterinary Career Opportunities, or you are recruiting for new Veterinarian...
Veterinary Jobs & Locum Work - Italy France Spain Germany & Europe		



# Questions about connecting?





# Be Active

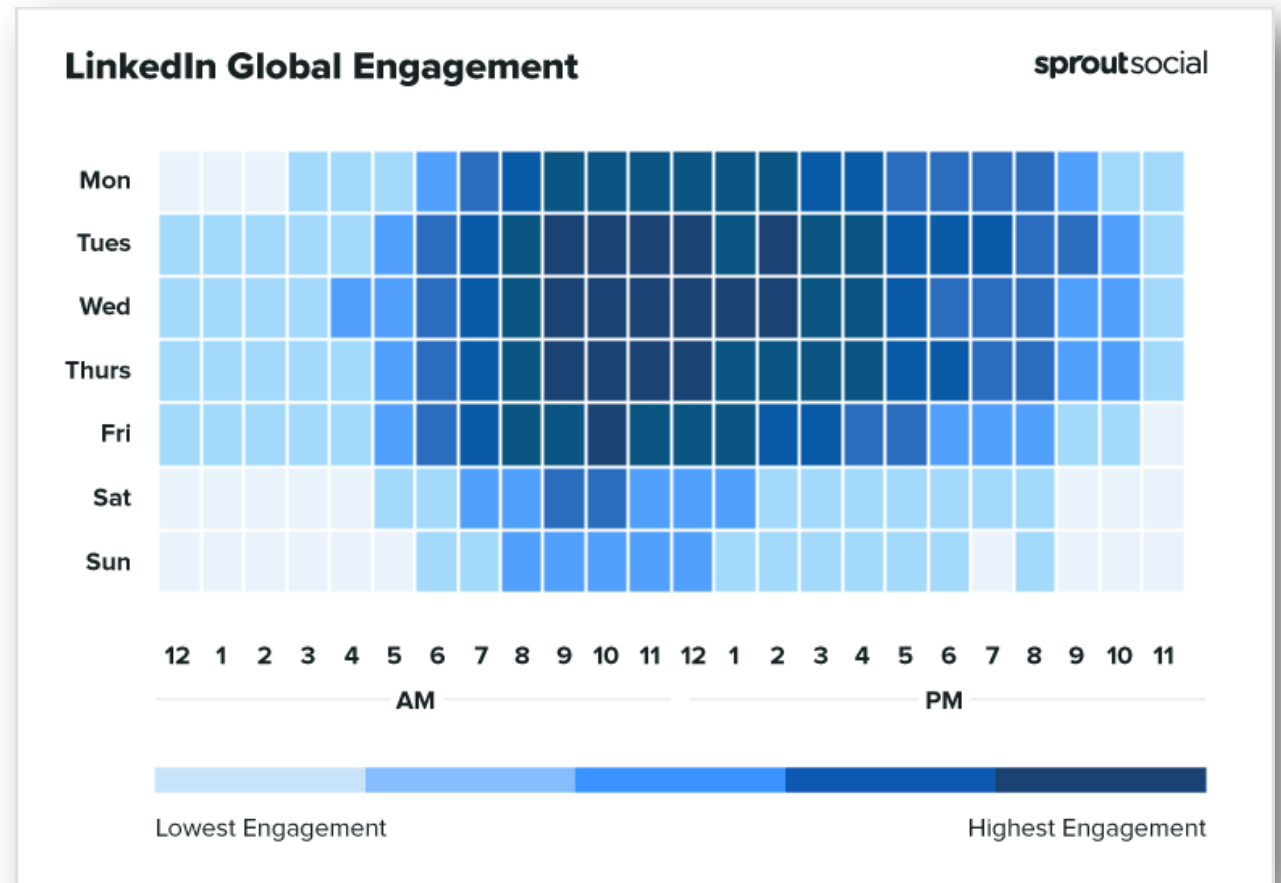


- People see you when they log on
- Get in their inbox if they have notifications
- Stay top of mind
- Build Know – Like – Trust
- Build thought leadership
- Share company updates
- Participate in groups



# Best Practices – When

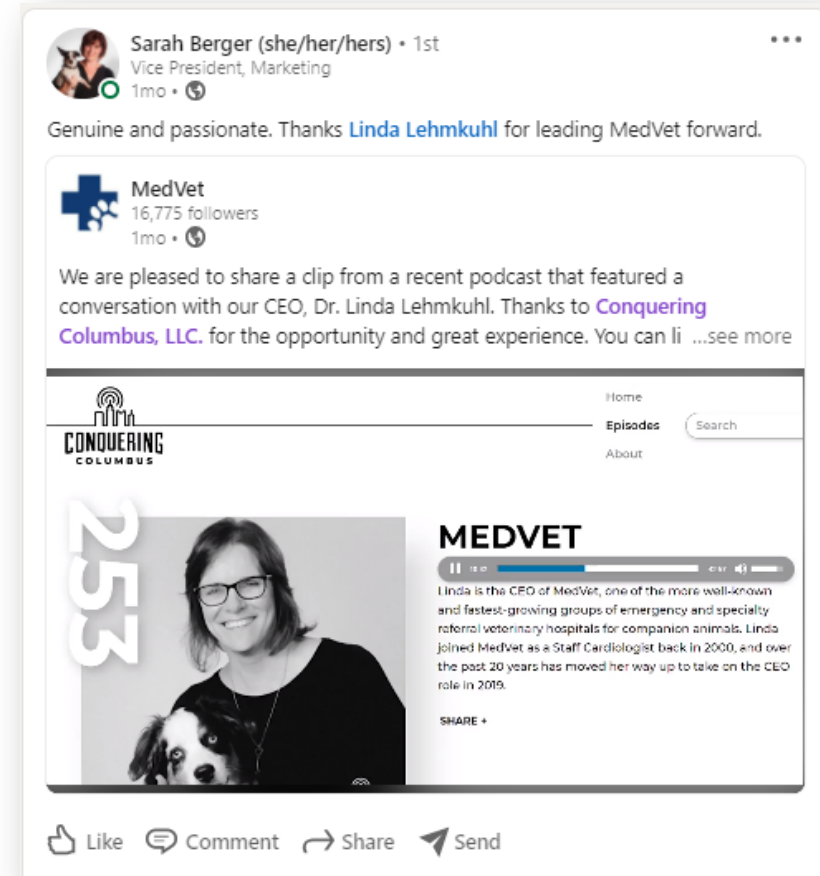
- Post 3-5 times a week
- People are typically more active first thing, at lunch time, or after work
- Most traffic is on weekdays
- Could be different for your connections





# Best Practices – Tagging

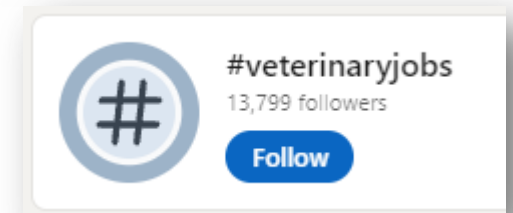
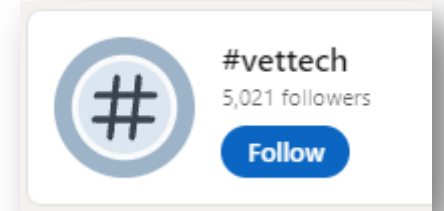
- Tag people in your post
- Type @ and their username in your post
- Notifies them that they're included in a post





# Best Practices – Hashtags

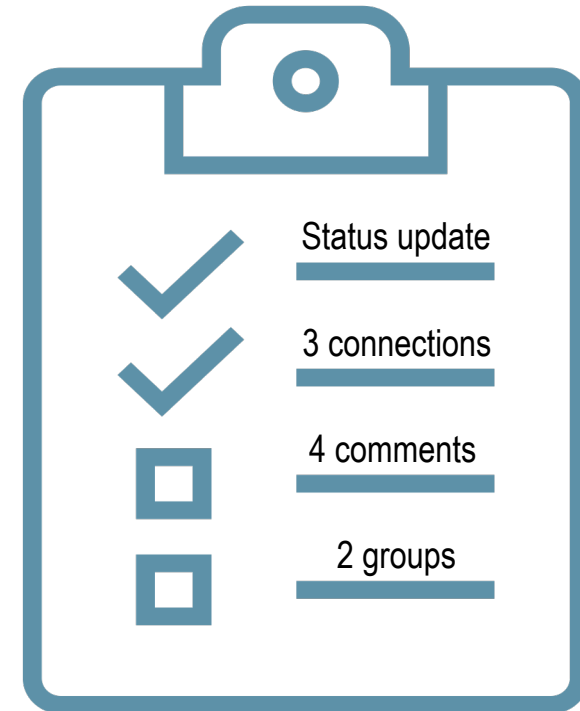
- Use hashtags when appropriate
- Helps posts show up in search
- Search by hashtags to find posts relevant to you
- Some popular hashtags include:
  - #hiring
  - #nowhiring
  - #jobs
  - #(state)jobs
  - #(city)jobs
  - #veterinaryjobs
  - #vettech
  - #veterinarymedicine





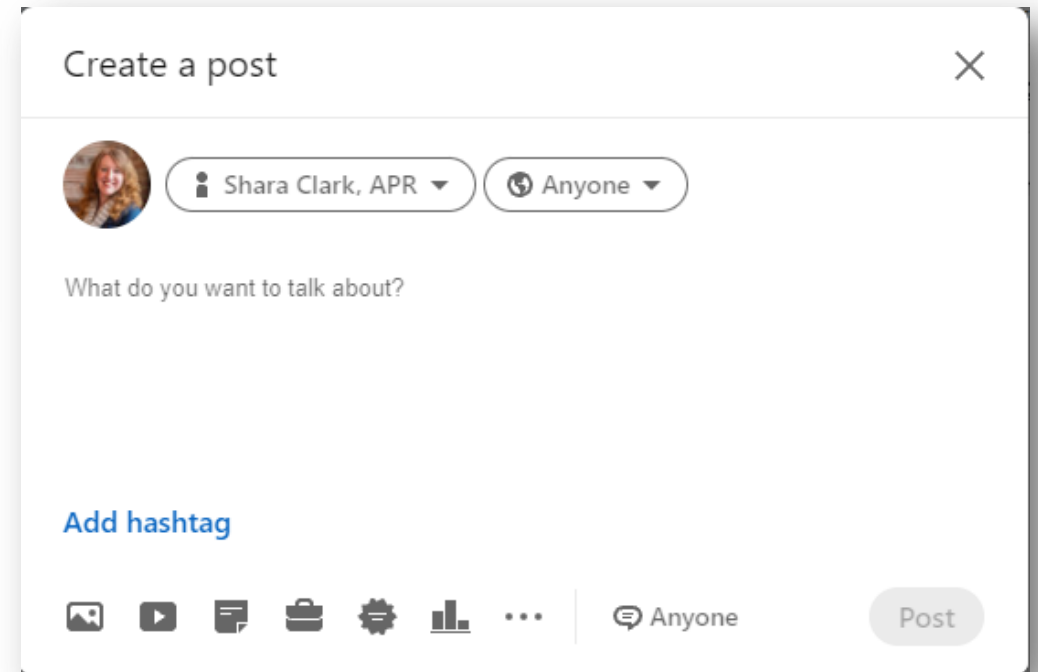
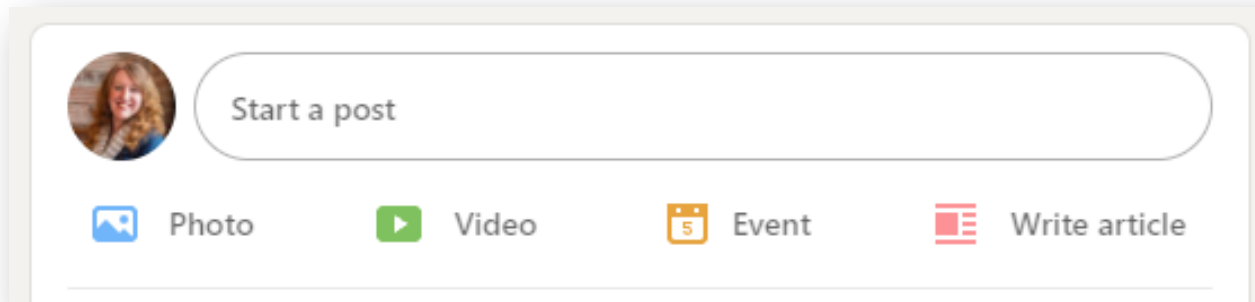
# Best Practices – Invest Time

- Schedule time in your day to be active
- Consistency is key
- Create a checklist to maximize efficiency and ensure you don't waste time





# Status Updates – Post





# Status Updates – Publish

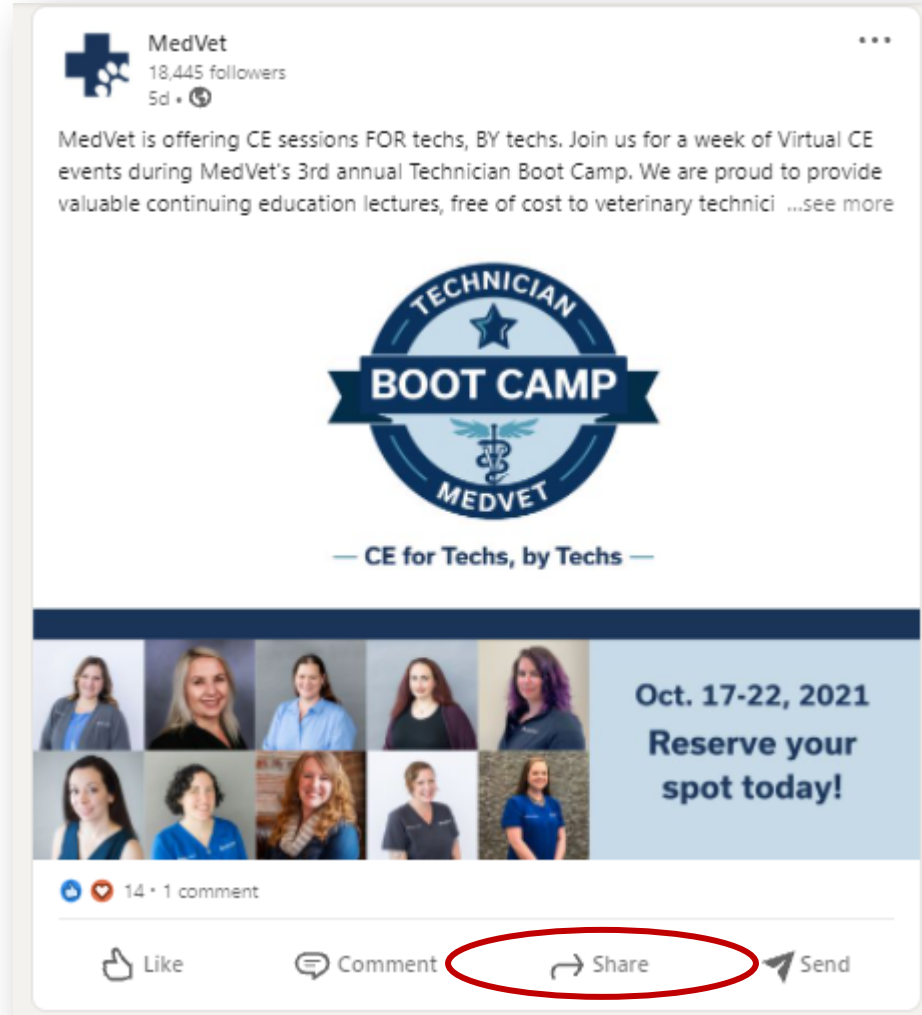
- Allows for long-form posting (think blog post)
- Original content becomes part of your profile, shared with connections
- People can view a post without being connected
- Post is searchable on and off LinkedIn
- Publishing is permanent

The screenshot shows the LinkedIn publishing interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 90), and Me. Below the navigation bar is a publishing menu with options for "Normal", bold (B), italic (I), underline (U), list, and quote. A blue "Publish" button is on the right. The main content area is a large grey box with a camera icon and the text "No cover image uploaded". Below this, it says "Consider adding a cover image that complements your article to attract more readers. We recommend uploading an image with a pixel size of 2000 x 600". Underneath the grey box is a "Headline" section. Below the headline is a profile picture of Shara Clark, APR, with her name and job title "Social Media, Strategic Communications, Public Relations, Advertising". At the bottom, there is a text input area with a placeholder "Write here. Add images or a video for visual impact."





# Share Company Updates



Remember to disclose you're an employee if sharing from your own organization



# Engage with Groups



Make sure to follow group rules!



# Discover Organizations

MedVet is Leading Specialty Healthcare for Pets

**Why just practice when you can lead?**

**MEDVET**  
Leading Specialty Healthcare for Pets

**Trending employee content**

Photos and videos from MedVet employees

**Meet MedVet's Leaders**

Our team consists of passionate leaders who encourage team member growth and wellbeing as champions of our inclusive culture that values your voice.

<p><b>Linda Lehmkuhl</b> Chief Executive Officer</p>	<p><b>Michael Podell</b> Chief Medical Officer</p>	<p><b>Jennifer Kerestian</b> Chief Clinical Officer</p>	<p><b>Maura Stevenson, Ph.D.</b> Chief Human Resources Officer</p>
----------------------------------------------------------	--------------------------------------------------------	-------------------------------------------------------------	------------------------------------------------------------------------

**Veterinarian Owned and Led Makes a Difference**

Veterinarian owned and led influences every aspect of who we are and how we deliver exceptional care and service. It means working with leaders who've been in your shoes and surrounding yourself with the best and brightest colleagues. It also means sharing experiences, so we learn and grow, solve problems, and advance patient care; together. Our core values of Teamwork, Leadership, and Compassion drive us every day as we care for patients, clients, referral partners, and especially our team.

[Find Your Dream Career](#)  
[Follow us on Facebook](#)

**An Employee Experience Created and Delivered with Caregivers in Mind**

We create a community of care and best practices that empowers all team members to build a rewarding career and supports a fulfilling life outside of work. You'll be part of a team that shares your passion, invests in your wellbeing, and encourages your growth. This wrap-around support lets you pour your energy into what you love while we pour our energy into supporting you!

[Visit our Website](#)  
[Follow us on Instagram](#)

**Nurturing Your Growth**

Our highly-collaborative, team-oriented environment gives you the chance to work with accomplished and respected colleagues. Every day brings new opportunities to learn and grow. At MedVet, we reinvest in our teams whether they are on the hospital floor or providing invaluable support services with:

- Access to leading edge technology, equipment, and facilities
- Robust continuing education curriculum
- Scholarship and mentorship programs
- Training and leadership opportunities
- And more!

[Learn About Our Training Programs](#)  
[Hear From Our Team](#)

**Company photos**



**But... there's just not time...**



**10 minutes, 3 days a week  
to connect, learn, and grow**

# Questions?



