

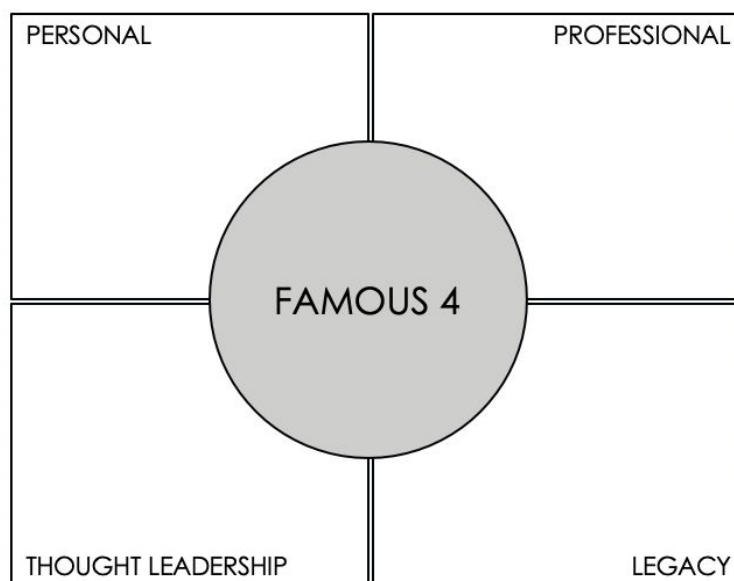
Managing Your Digital Brand, Network and Reputation

LinkedIn reference guide

Communication is changing. Your reputation exists in both the physical and digital worlds, and you need to develop your brand in both. These tools save you time, simplify communications and help build your reputation and thought leadership across internal and external networks.

Writing a LinkedIn About

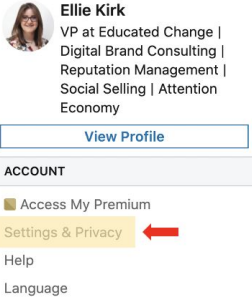
- Your LinkedIn About should be a narrative - a good story, well told
- On the mobile app, only the first 92 characters show. On the desktop version, 220 characters show. This means that your first line must be strong and engaging to attract the reader and encourage them to open up your About
- Include key skills - what differentiates you from other people with similar experience?
- Include elements of each of the Famous 4 - personal, professional, thought leadership and legacy
- Know your audience - what will resonate with them?
- Write your About in a Word document and copy it into LinkedIn once you're happy
- Use short paragraphs so key information is accessible.
- Write in the 1st or 3rd person, whichever feels more appropriate for connecting with your target audience.
- Finish up with a call to action - what do you want people to do now?
- Include contact details at the end of your summary.
- Include media in the Featured section below the About - a link, a PDF, a video, top posts. Help people find the most important content.



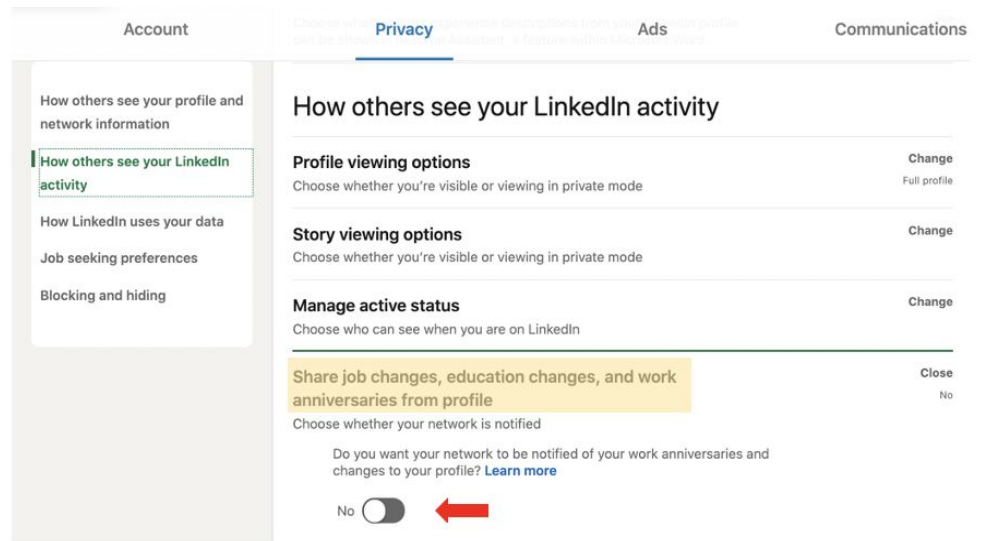
Privacy and Security Settings



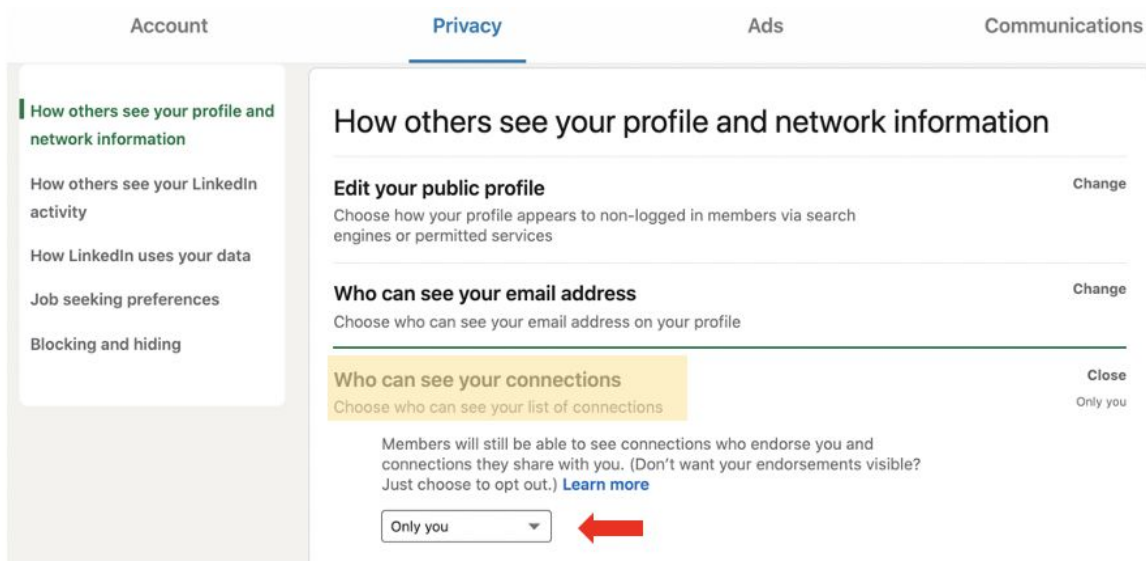
Click the **'Settings & Privacy'** option in the **'Me'** drop down list to open the settings page:



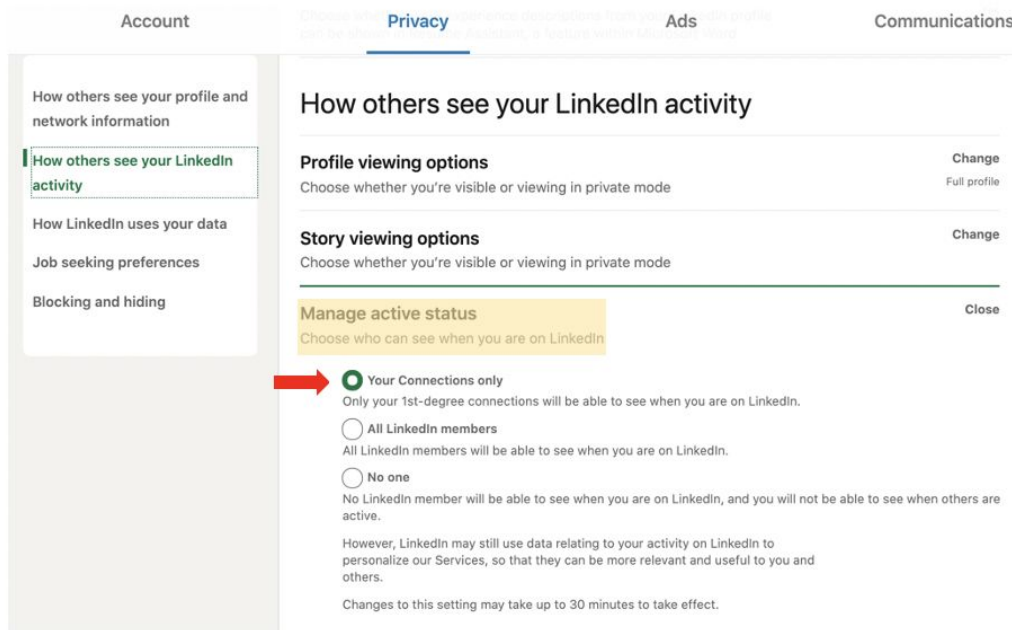
Before you make any edits to your profile, we recommend turning your profile edits notifications to **'No'**.



Next, click **'Who can see your connections'** and select the option **'Only you'**. This ensures your network is only visible to you but your network will still be able to see any mutual connections.



You can manage your active status by clicking the **'Manage active status'** option. We recommend turning to **'Your Connections Only'**. This lets your network know that you are online on LinkedIn and easy to connect with.

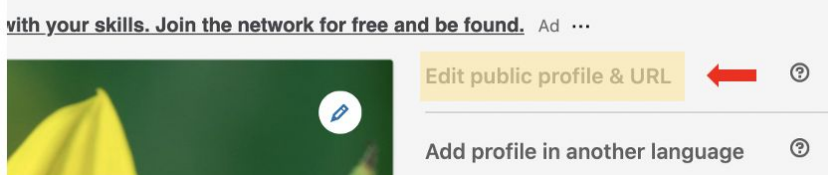
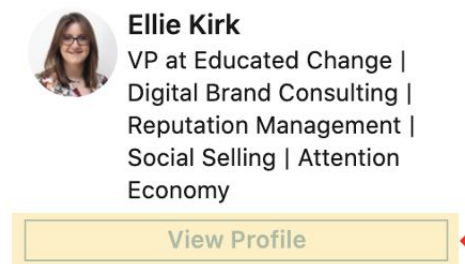


Manage your public profile

When setting up your LinkedIn account, we recommend you change your settings so that they match the examples below.

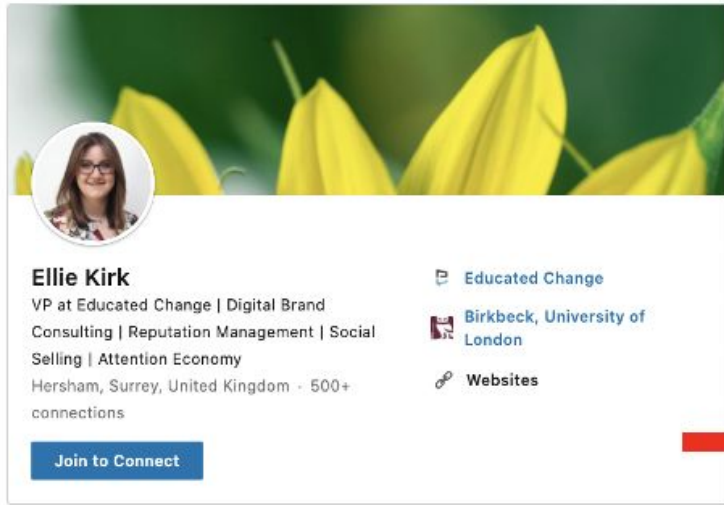
To Edit your public profile, select the following settings:

Click on your **name** on the left or click the 'Me' button on the top right to drop down and then click **'View Profile'** to open your Public profile in a new tab.



Click on **'Edit public profile & URL'** which opens a new page.

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Ellie Kirk
 VP at Educated Change | Digital Brand
 Consulting | Reputation Management | Social
 Selling | Attention Economy
 Hershham, Surrey, United Kingdom · 500+ connections

[Join to Connect](#)

Educated Change
Birkbeck, University of London
Websites

About

In an increasingly digital world, cutting through the noise and developing trust is harder than ever for organisations. At Educated Change our individual approach combines technology, unique processes and targeted brand strategies with a global team that isn't afraid to experiment.

I am passionate about continuous, lifelong learning, and have chosen to study a part-time BA in Linguistics at Birkbeck, University of London, alongside my work with Educated Change. Linguistics, much like social media, is a growing field and I love finding the intersection of the two.

Strategically minded and driven by a desire to understand how and why behind people communicate, my work and study go hand in hand to help me build meaningful relationships with clients and deliver an authentic service.

Specialties: Social Media Entry Strategy, Branding and Identity, Personal Branding, Digital Identity, Content Creation and Management, Thought Leadership Development, Social Media, Business Development, Event Branding and Management, Research and Analytics, Online Branding and Corporate Communications Evolution, Network Management, SEO, Project Management, Digital Marketing, Client Relationship Management

Interested in moving your reputation online or improving your existing digital presence? Email me at EKirk@educatedc.com

Experience

- Educated Change**
6 years 10 months
- Vice President**
Feb 2020 – Present · 8 months

Personalize the URL for your profile

www.linkedin.com/in/elliekirk

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

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

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show

Details Show

Volunteer Experiences Show

Courses Show

Languages Show

Groups Show

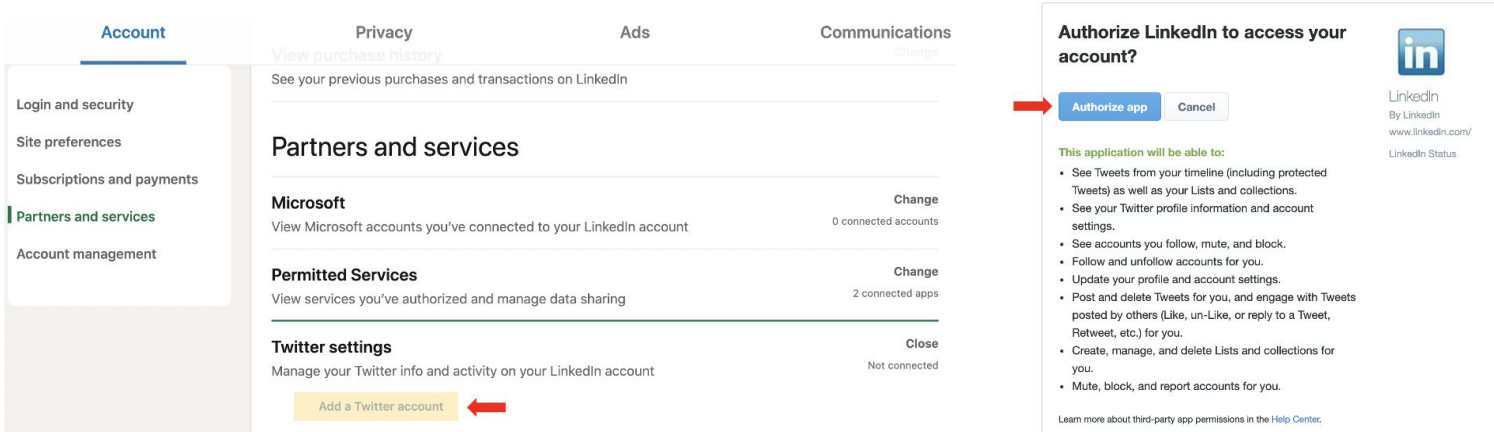
Customise the URL to show your name, if your name is taken this is a good opportunity to add a keyword relevant to your brand.

For visibility, you want your information to be found regardless of whether the viewer is logged into LinkedIn or not. These settings will make sure that is the case.

Connecting Twitter to your LinkedIn account

Connecting your Twitter profile with your LinkedIn is a great way to increase your visibility of your brand. Follow the below steps to link the two accounts:

In the **'Account'** section in **'Privacy and settings'** click on the **'Partners and Services'** option in the left hand menu. Use the **'Add a Twitter account'** link which will require you to enter your LinkedIn password to connect your Twitter account. Then **'Authorize app'**.



The screenshot shows the LinkedIn 'Privacy and settings' page. The left-hand menu has 'Partners and services' selected. The main content area shows 'Partners and services' with sections for 'Microsoft' (0 connected accounts), 'Permitted Services' (2 connected apps), and 'Twitter settings' (Not connected). A yellow button labeled 'Add a Twitter account' is highlighted with a red arrow. To the right, a modal window titled 'Authorize LinkedIn to access your account?' is shown, with an 'Authorize app' button highlighted by a red arrow. The modal lists permissions such as seeing tweets, following/unfollowing accounts, and posting tweets.

Twitter Referencing Guide

- To edit the information/images on your Twitter profile, login and click the **'Profile'** option from the left hand menu.
- Click **'Edit profile'**, which sits underneath your header photo, on the right.
- Click the camera icons to change your profile photo and your background photo. If you use your Twitter account professionally, it's best to use the same profile photo on LinkedIn and Twitter.
- For the header photo, choose an eye-catching image related to a personal or professional interest.
- You have 160 characters for your Twitter bio. Decide what you want to be known for and use as many keywords as possible, including hashtags and handles.
- Add a website to your profile - a company website, a personal website or the link to your LinkedIn profile.
- Add a location.
- Click Save changes.



When setting up your Twitter account, we recommend you change your settings so that they match the examples circled in red below.

- Get to your Twitter settings by clicking the **'More'** button from the menu on the left.

