



Complex Risk

SYMPOSIUM

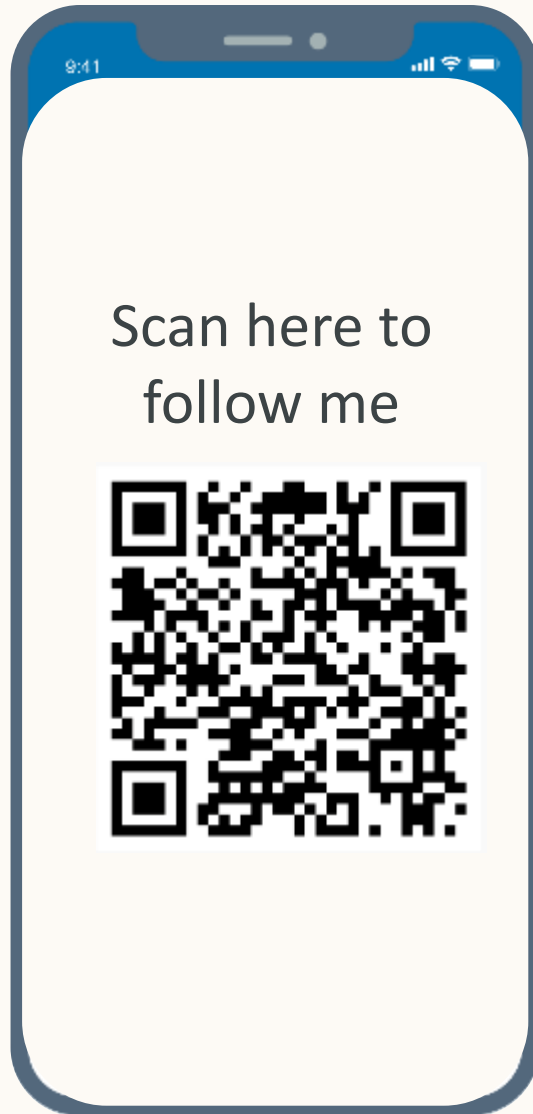
JUNE 4-5, 2025 — SAINT LOUIS, MISSOURI

Unlock the Power of LinkedIn

Haley Roberto

Global Strategic Account Director, LinkedIn





Amplify Your Brand: Elevate Your LinkedIn Presence



 Haley Roberto
<https://www.linkedin.com/in/haleyroberto/>

Our Agenda Today

- 1 LinkedIn Overview + Building Your Profile
- 2 Thought Leadership
- 3 Building Your Executive Presence





LinkedIn



Thought Leadership



Executive Presence

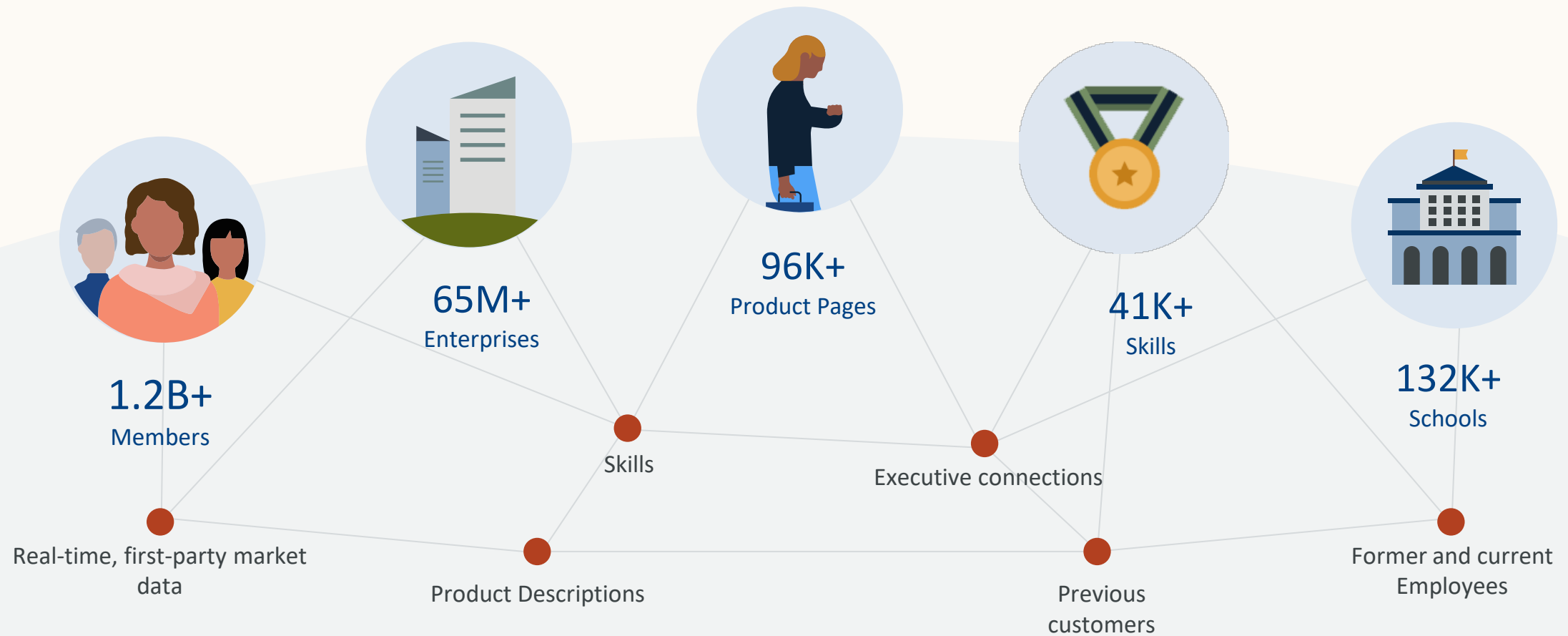
LinkedIn Overview

What is

Linked 

Where professional groups connect

How LinkedIn Data Helps Connect the Dots



More than
16,000 connections are
made per minute

Every minute,
90 people add a new
role to their LinkedIn
profile

More than **80%**
of our members
are outside the
US

More than
**1.3M feed
updates** are
viewed per minute

Nearly **10,000** members
apply for jobs every
minute

Globally, **~145 hours** of
learning content is
consumed every minute

Over **1.2 billion people** use LinkedIn to connect, learn, hire, and sell – and
our membership continues to grow at double digits year-over-year.

THE BASICS

Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

Best practice = Include a **background photo** – consider a company hashtag, logo or brand photo

PSA – Long time, no formal headshot? We have an editing feature!



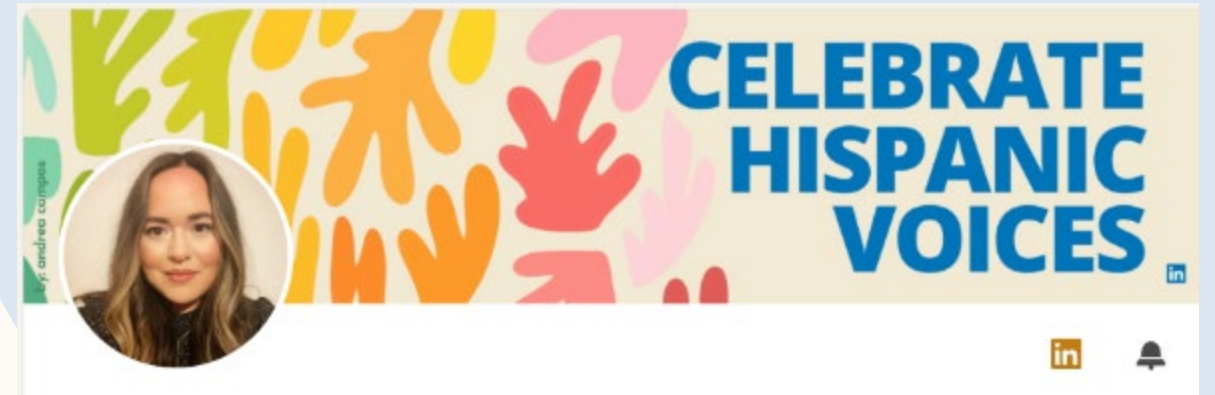
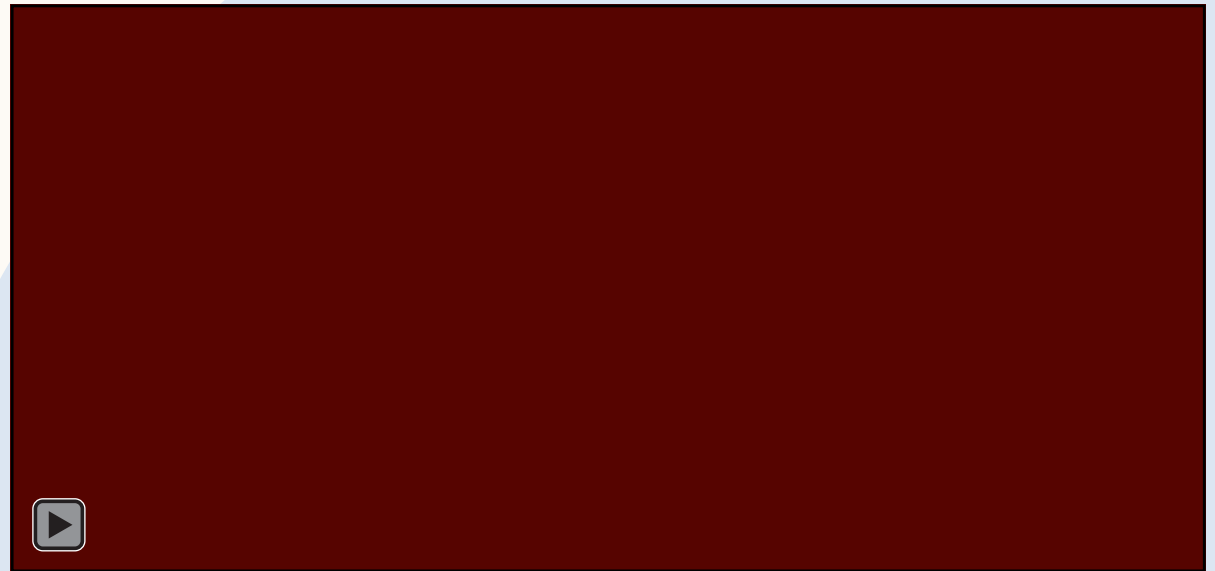
THE BASICS

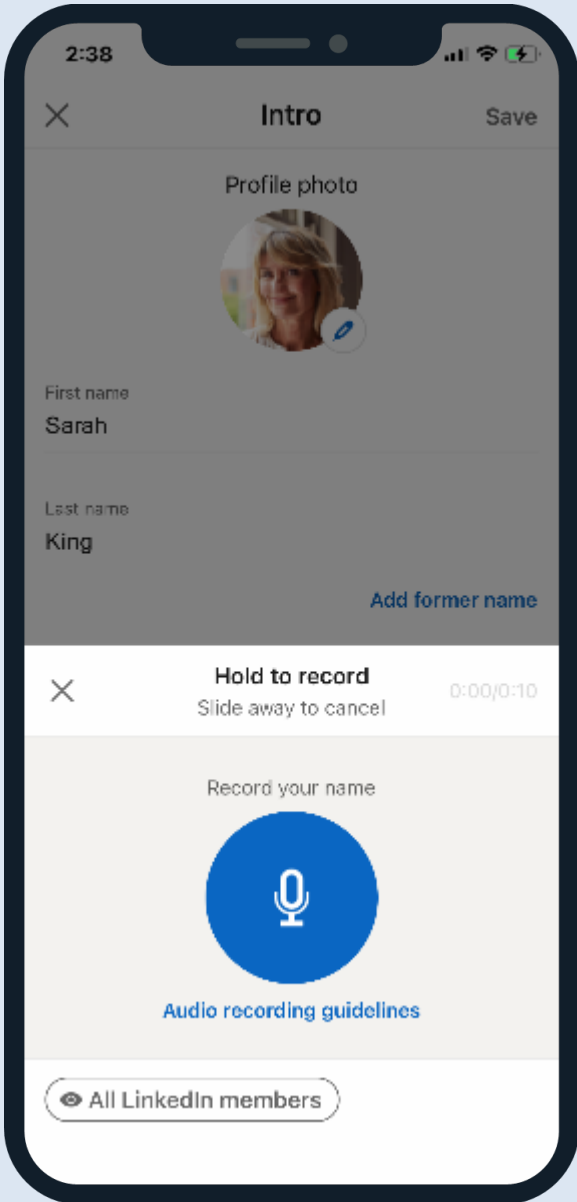
Add a background photo

Include a **background photo** – consider a company hashtag, logo or brand photo or an image that reflects something important to you

Best practice: Create an internal folder of available branded background photos (share with new hires, interns, etc.)

What's new: in premium, you can now have a slideshow of images that rotate live on your profile.





THE BASICS

Record your Name

Pronounce your name for others and make a great first impression.

Must be recorded on mobile app

10 secs, limit background noise

Hold phone 4in away

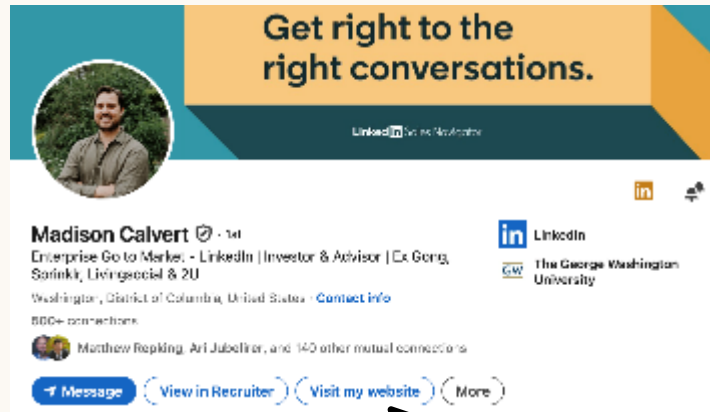
Premium

Add custom button

Visit my store Visit my website View my portfolio View my blog

Book an appointment View my newsletter

URL*



Express interest in internal jobs

Not visible to others on LinkedIn

Only hirers at your company will be able to see your interest in internal jobs and may reach out about new opportunities. [Learn more](#)

* Indicates required

Select a company from your profile*

LinkedIn

Job title*

+ Add title

Location types*

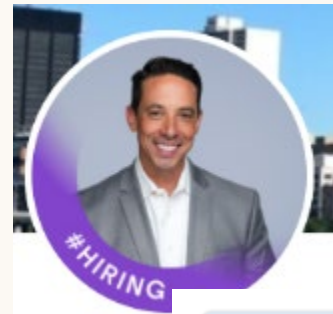
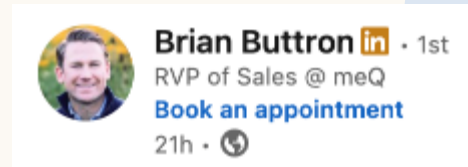
On-site ✓ Hybrid ✓ Remote +

Locations*

Morrison, Colorado, United States X

+ Add location

Save



Open to volunteer for these causes

Children, Disaster and Humanitarian Relief, Edu...

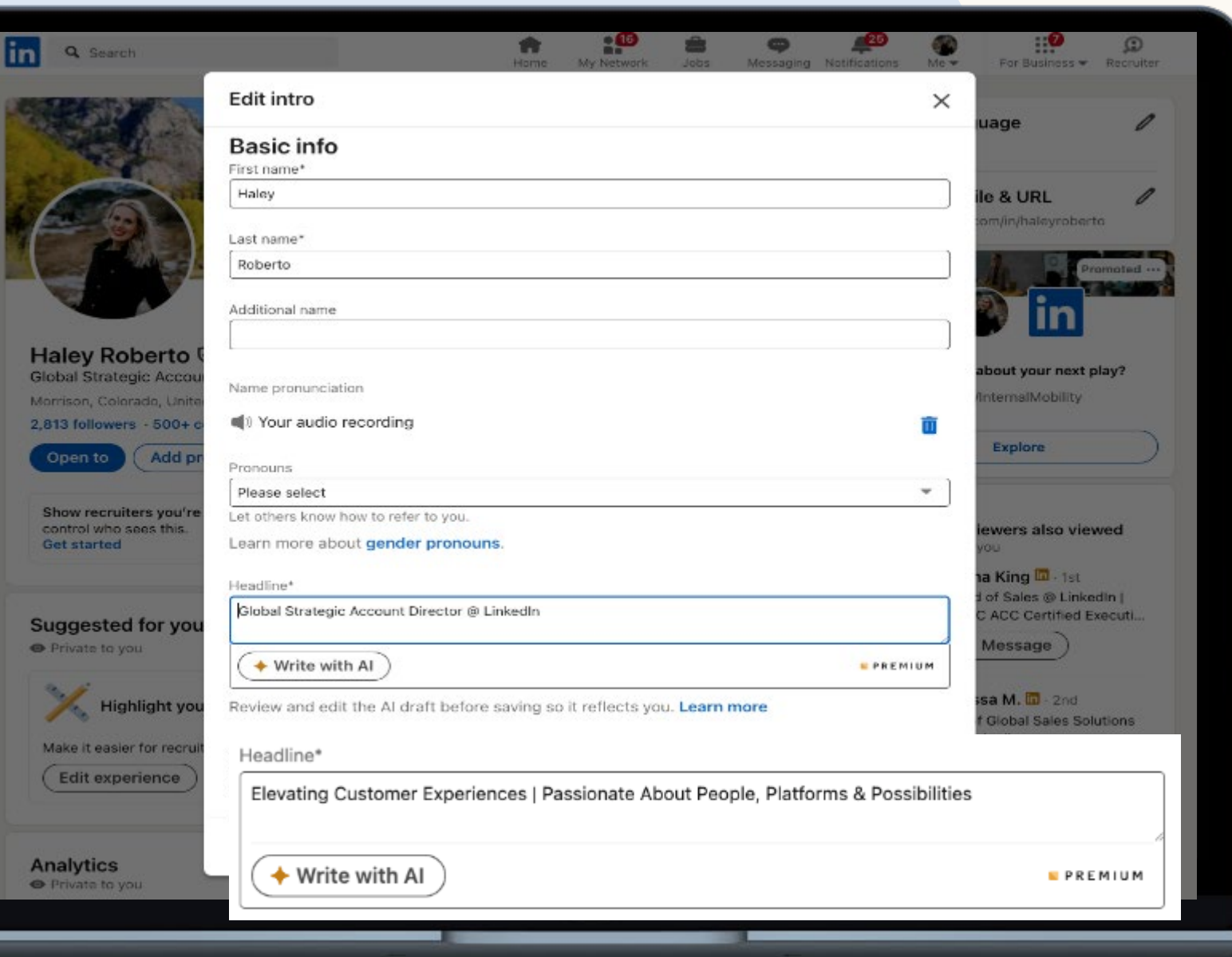
[Show details](#)

What's New

Add a Custom Button & Open To...

Add a custom button to link visitors to your blog, websites or other online options.

Open to now expanded to Internal Jobs, Hiring, Find a New Job, Provide Services and Find Volunteer Opportunities



THE BASICS

Update your Intro



Headline: Click **Write with AI** below the headline section

About: Click **Write with AI** in the **Edit about** text box

Experience: Click **Rewrite with AI** in the **Description** section of under **Edit experience** (You at least need to input 20 words describing your experience to unlock AI assistance)

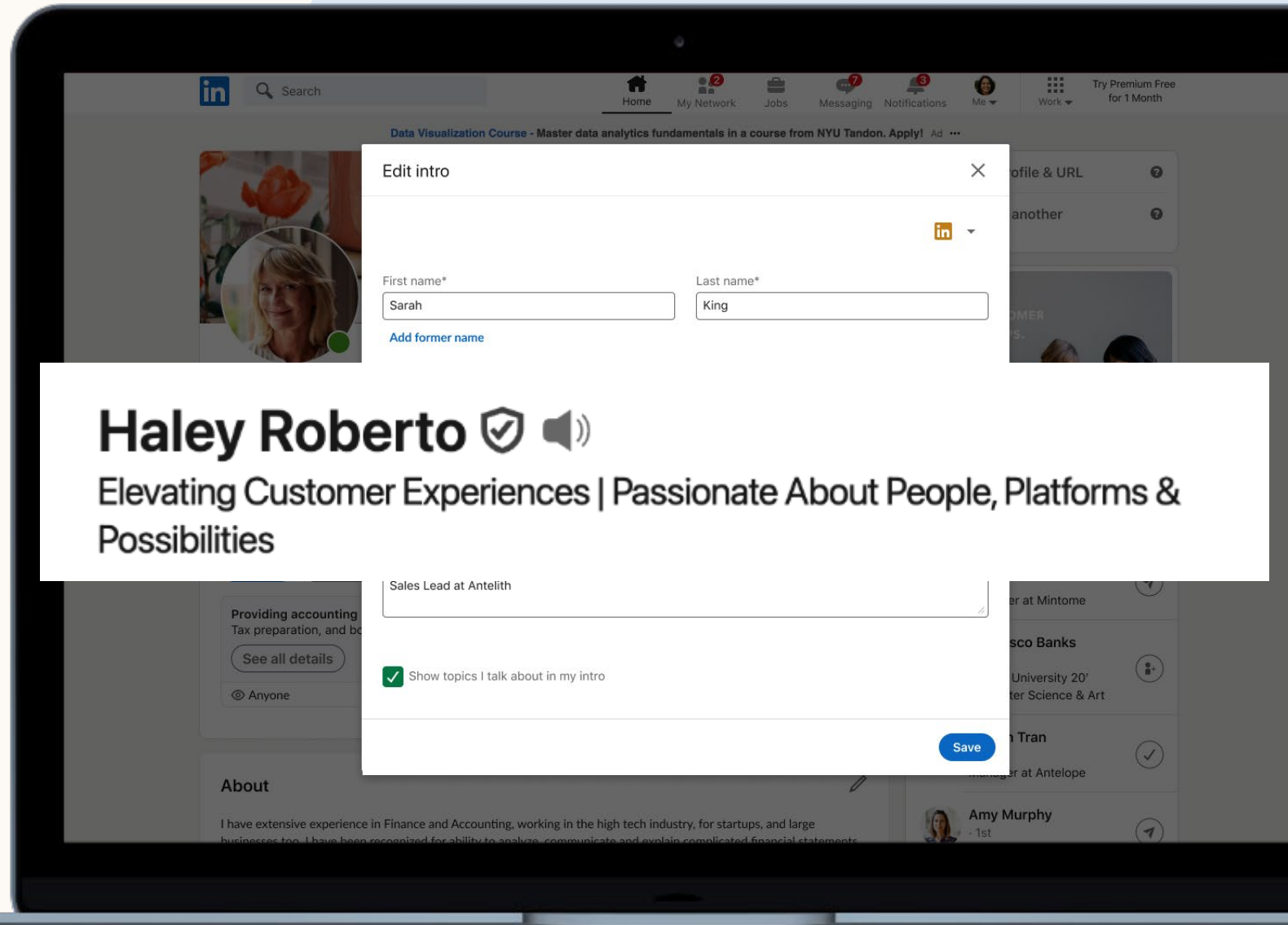
Who can use this feature?

This feature is available only to a select group of LinkedIn Premium subscribers and may gradually be available to more LinkedIn users in the future.

THE BASICS

Update your headline

Your LinkedIn byline defaults to your title – you have flexibility here!



THE BASICS

Craft a summary

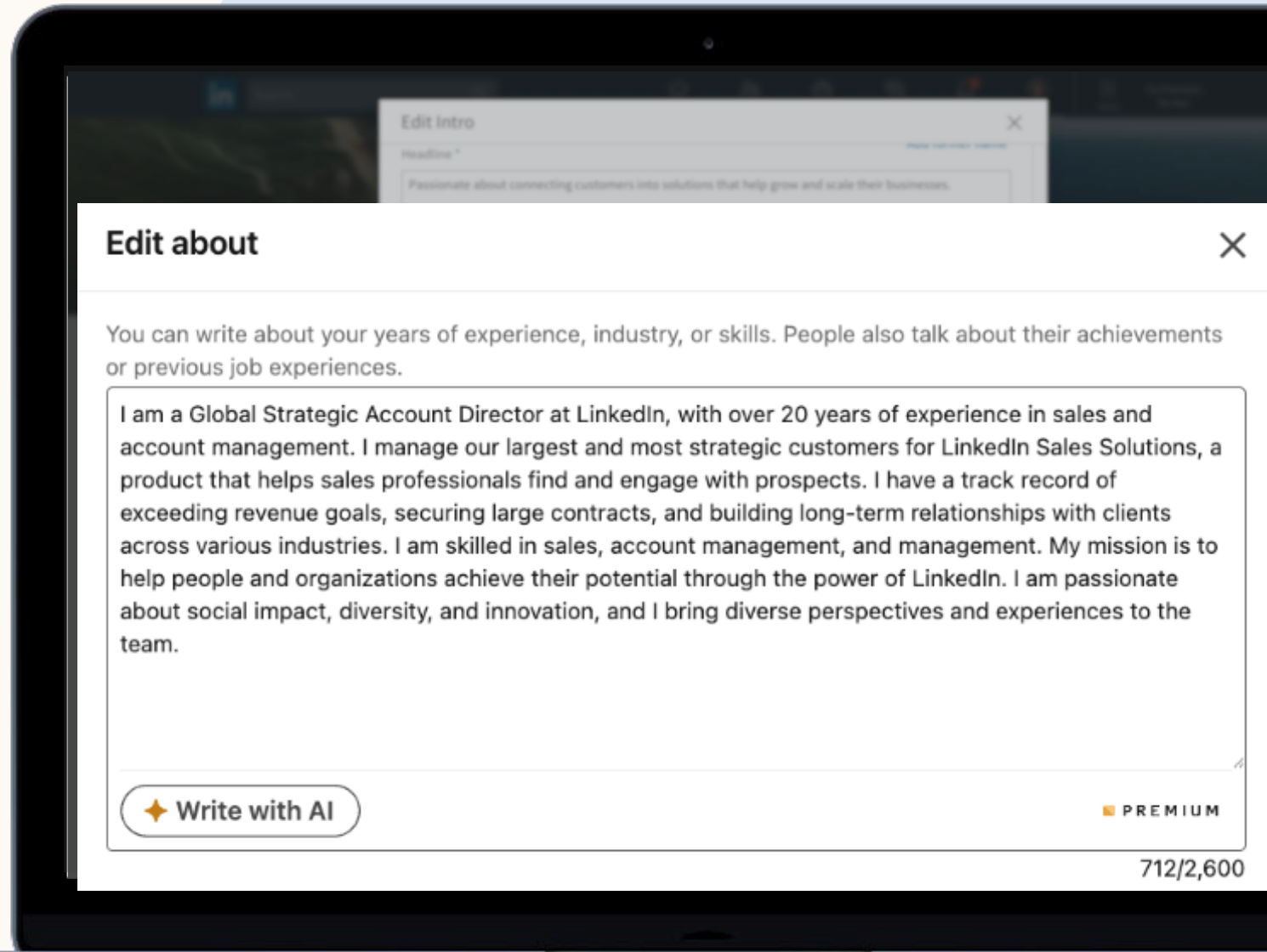
Your “elevator pitch”

Featured in your ‘About’ section

Focus on career
accomplishments and
aspirations

40+ words

Best practice = first person,
paragraph format



THE BASICS

Detail your work experience

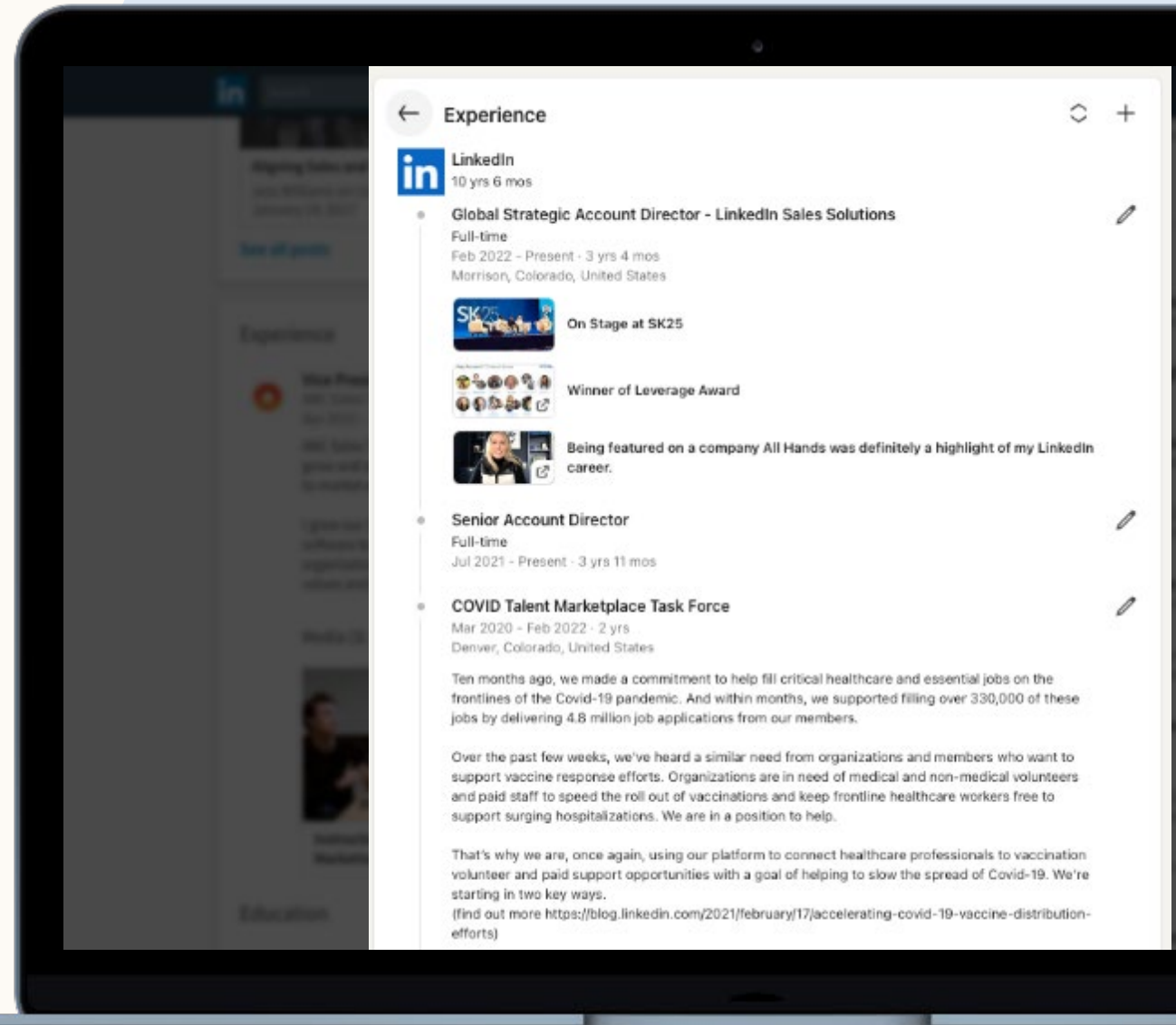
Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

Best practice = first person, paragraph format + rich media inclusion





Kim Bayma (She/Her)
Lifelong Learner, Servant Leader, Coach.

← Volunteering



Director

Active Transportation Alliance
Nov 2016 - Present · 6 yrs 1 mo
Social Services

I currently sit on the board of directors for Active Transportation Alliance.



Recruiting for Good

LinkedIn

Jun 2014 - Jul 2019 · 5 yrs 2 mos
Economic Empowerment

Recruiting for Good provides a "best in class" recruiting service on a pro bono basis for agreed upon leadership positions. We enable our non-profit partners to achieve results by providing access to top talent at scale. We provide coaching and training on LinkedIn's tools in order to help non-profits achieve world class recruiting outcomes.



Chicago Lakefront Walk MS Planning Committee

MS Society

Feb 2012 - Dec 2014 · 2 yrs 11 mos
Health



Committee Member

National Panhellenic Conference Inc.

Mar 2017 - Jul 2021 · 4 yrs 5 mos
Education

Since 2017, I've been a member of the NPC Scholarship Committee where my primary responsibility is reviewing scholarship applications. In 2020, I joined the national Recruitment Committee and will be helping NPC innovate sorority recruitment for future generations.

THE BASICS

Add volunteer experience

Members who add volunteer experience get up to **6x** more Profile views than those without

Best practice = include board seats

THE BASICS

Feature Your Standout Posts

Make a strong **first impression**

Showcase your **experience and work**

Build **credibility** and **trust**

Drive **traffic** and **engagement**

Featured

Post

One of the most rewarding aspects of my career is engagi...



62 · 1 comment

Post

Excited to share that I'll be a speaker at the 2025 Complex...



30

Post

Introducing Sales Assistant, an innovative solution design...

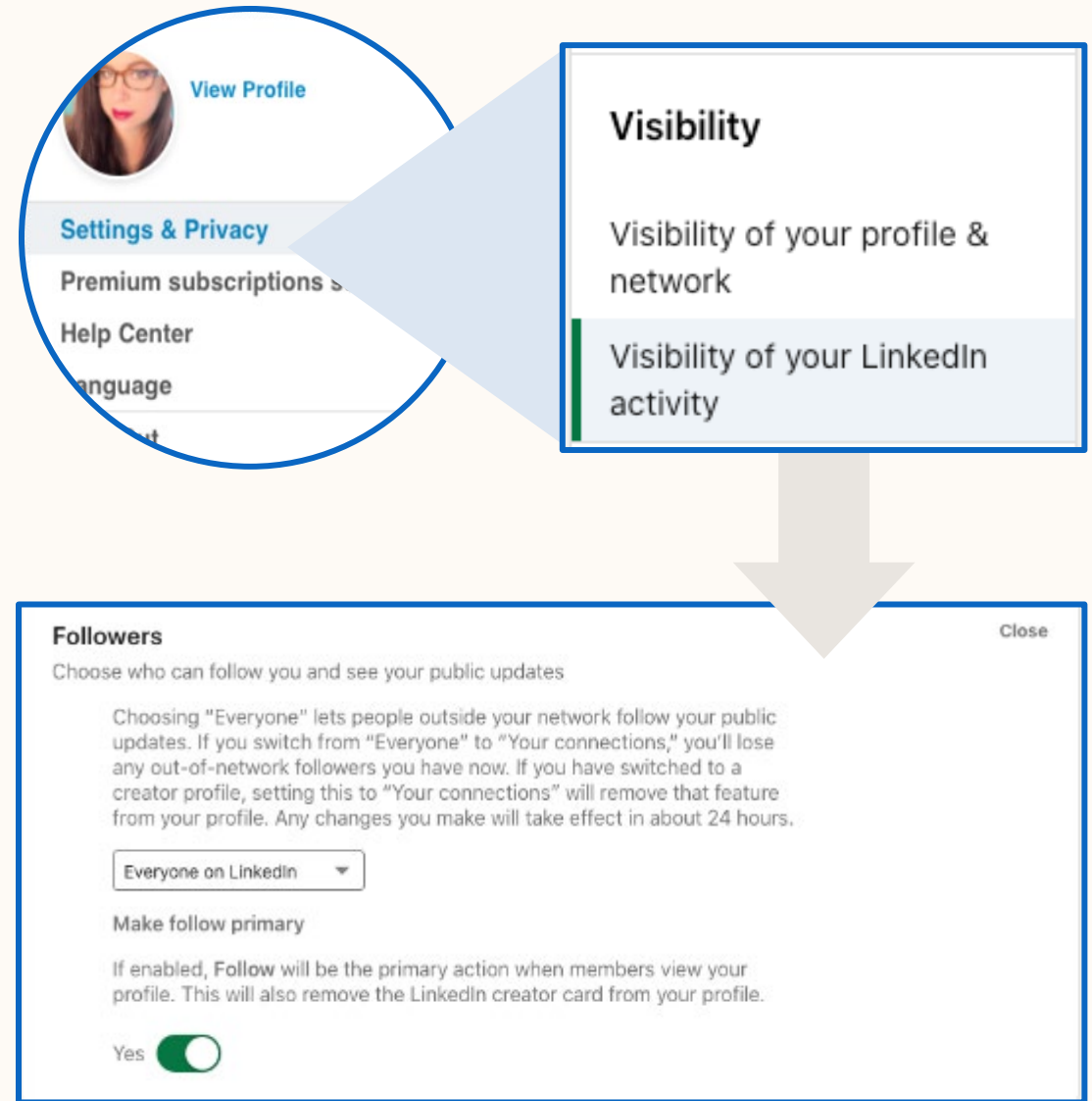
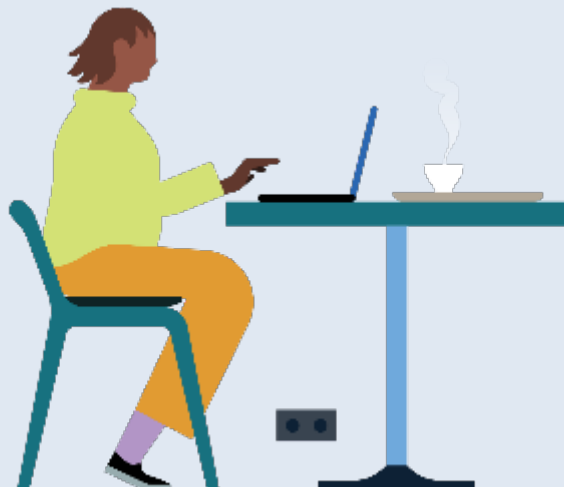


AI for Sales | LinkedIn Sales Navigator
business.linkedin.com

Change the default option from “connect” to “follow”.

To encourage people to “follow” rather than connect, make that the default button on executive profiles.

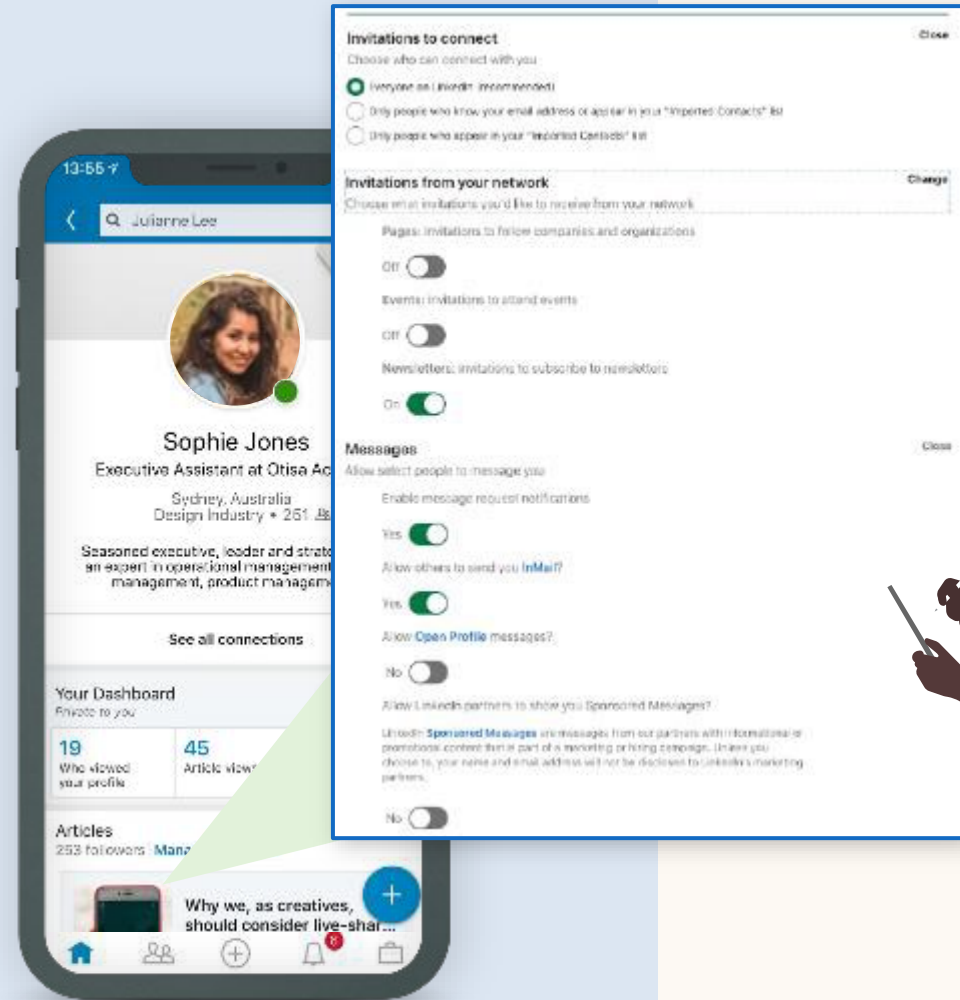
Members can still send an invitation with a further click, but helps minimize unwanted invitations and focus on audience building.



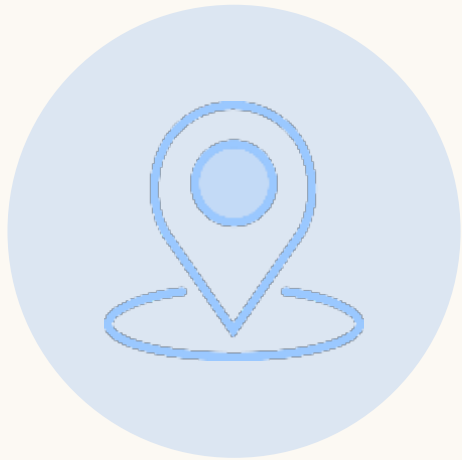
Shape communication preferences to minimize noise.

To help executives manage their LinkedIn experience, encourage them to review their communication preferences to learn how they receive invitations and who can message them.

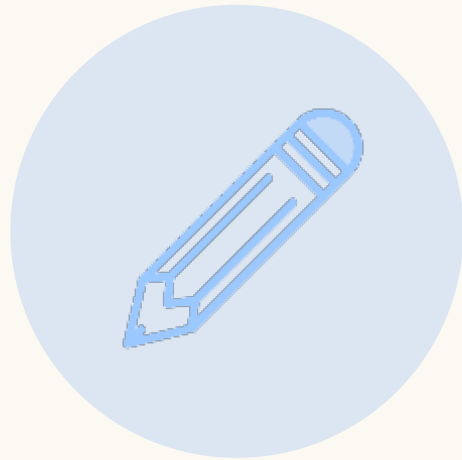
Making the experience manageable helps visible people minimize distractions and focus on building the presence that drives business and career goals.



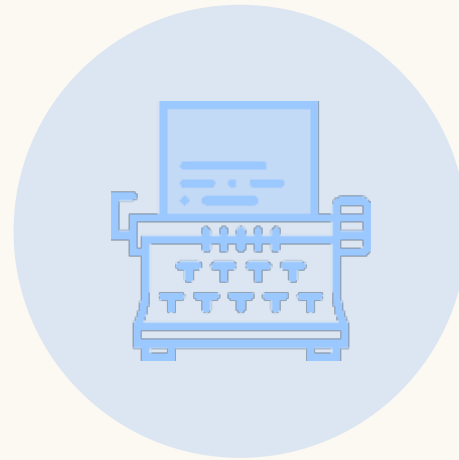
And don't forget about...



Location



Education

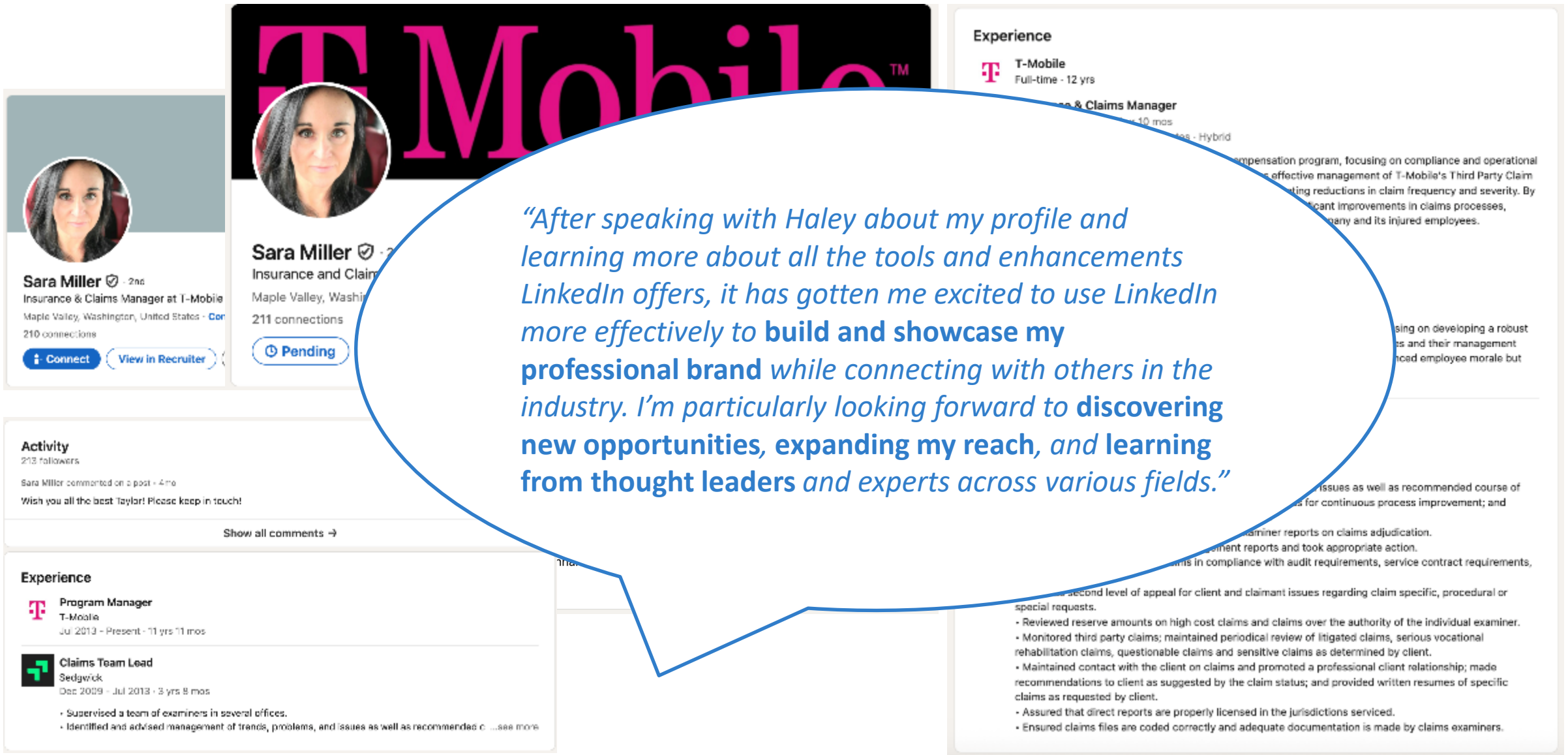


Publications



Accomplishments

Audience Profile Makeover: Sara Miller



Sara Miller ✓ - 2nd
Insurance & Claims Manager at T-Mobile
Maple Valley, Washington, United States · [Connect](#)
210 connections

Activity
213 followers
Sara Miller commented on a post · 4 mo
Wish you all the best Taylor! Please keep in touch!

Experience

Program Manager
T-Mobile
Jul 2013 - Present · 11 yrs 11 mos

Claims Team Lead
Sedgwick
Dec 2009 - Jul 2013 · 3 yrs 8 mos

- Supervised a team of examiners in several offices.
- Identified and advised management of trends, problems, and issues as well as recommended course of action for continuous process improvement; and

Experience

T-Mobile
Full-time · 12 yrs

Insurance & Claims Manager
10 mos

...compensation program, focusing on compliance and operational... effective management of T-Mobile's Third Party Claim... reductions in claim frequency and severity. By... significant improvements in claims processes, company and its injured employees.

...on developing a robust... and their management... head employee morale but

...issues as well as recommended course of... for continuous process improvement; and

...examiner reports on claims adjudication... ment reports and took appropriate action... in compliance with audit requirements, service contract requirements,

...second level of appeal for client and claimant issues regarding claim specific, procedural or special requests.

- Reviewed reserve amounts on high cost claims and claims over the authority of the individual examiner.
- Monitored third party claims; maintained periodical review of litigated claims, serious vocational rehabilitation claims, questionable claims and sensitive claims as determined by client.
- Maintained contact with the client on claims and promoted a professional client relationship; made recommendations to client as suggested by the claim status; and provided written resumes of specific claims as requested by client.
- Assured that direct reports are properly licensed in the jurisdictions serviced.
- Ensured claims files are coded correctly and adequate documentation is made by claims examiners.

Sara Miller ✓ - 2nd
Insurance and Claims Manager
Maple Valley, Washington, United States · [Connect](#)
211 connections

Experience

T-Mobile
Full-time · 12 yrs

Insurance & Claims Manager
10 mos

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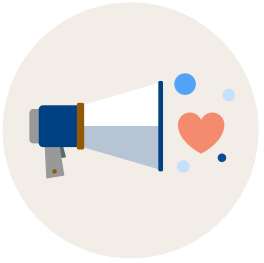
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"After speaking with Haley about my profile and learning more about all the tools and enhancements LinkedIn offers, it has gotten me excited to use LinkedIn more effectively to build and showcase my professional brand while connecting with others in the industry. I'm particularly looking forward to discovering new opportunities, expanding my reach, and learning from thought leaders and experts across various fields."



LinkedIn



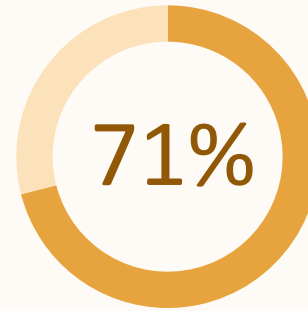
Thought Leadership



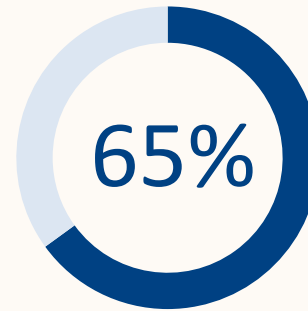
Executive Presence

Thought Leadership

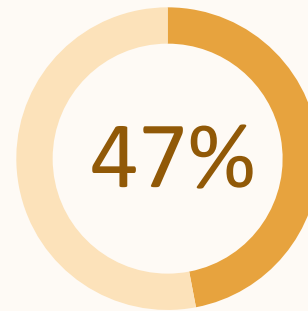
Decision-makers consume thought leadership to stay informed about trends affecting their industries and to generate new ideas for their businesses.



Keep up with the latest ideas in my field or business sector



Understand the key trends currently affecting my business/organization.

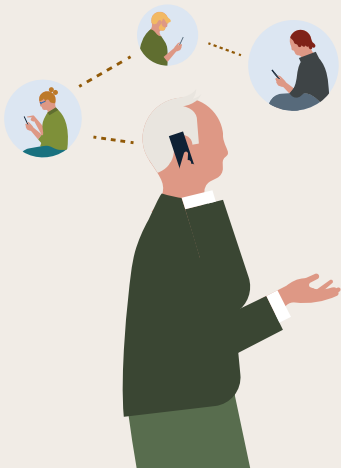


Discover new products and offers that could help my organization

Source: 2021 Edelman-LinkedIn B2B Thought Leadership Impact Study. Q1_role:. In my professional life, I use thought leadership mostly to? Select all those that apply. Data: % of Decision-Makers that selected Keep up-to-date with the latest thinking in my field or business sector, Understand the key trends currently affecting my business/organization, Gain insight into future trends poised to impact my business/organization, Stimulate my thinking and help me generate new ideas for my organization or Discover new products and offerings that might help my organization.

Start conversations that matter

Your voice makes all the difference in driving value for your business



Executive content generates as much as

4.0M+

Impressions

1.5M+

Comments

45K+

Executive profile views

5.2K+

Company Page Followers

We think of
thought
leaders in

4

Categories

1.

VISIONARY

"Challenge me"

Industry-focused

Trends and Insights
Industry Predictions
Industry Feedback
Opinions

2.

EVANGELIST

"Inspire me"

Brand-centric:

Company Culture & Values
Philanthropy
Company Trends & Innovations

3.

GUIDE

"Teach Me"

Product-focused

Product Expert
FAQs & Best Practices
Demonstrations

4.

MENTOR

"Advise me"

People-centered:

Professional Advice
Business Leadership
Talent Advice
Personal Growth

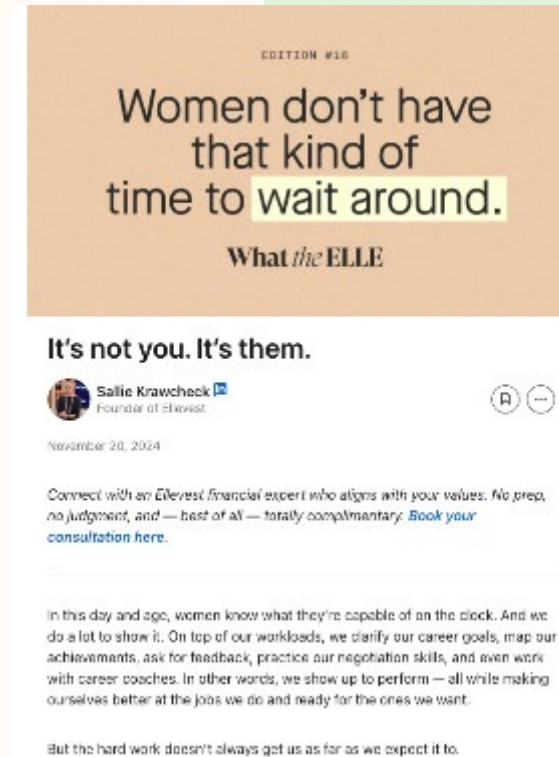


The Visionary | 3M followers

Sallie Krawcheck, Former CEO and co-founder of investment firm Ellevest, has a strong focus on women in her content.

It addresses topics such as the gender wealth gap, gender pay gap, investment strategies and has several permanent series/hashtags:

- #FinancialFeministFriday
- Ask Sallie (essentially an AMA that has been turned into a weekly video series)



It's not you. It's them.



Sallie Krawcheck
Founder of Ellevest

November 20, 2024

Connect with an Ellevest financial expert who aligns with your values. No prep, no judgment, and — best of all — totally complimentary. [Book your consultation here.](#)

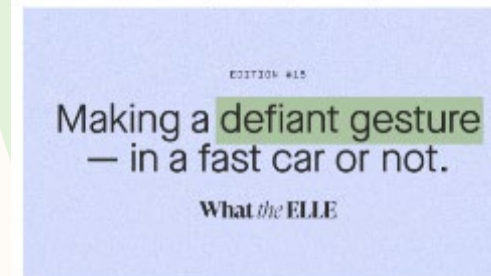
In this day and age, women know what they're capable of on the clock. And we do a lot to show it. On top of our workloads, we clarify our career goals, map our achievements, ask for feedback, practice our negotiation skills, and even work with career coaches. In other words, we show up to perform — all while making ourselves better at the jobs we do and ready for the ones we want.

But the hard work doesn't always get us as far as we expect it to.



Sallie Krawcheck
Founder of Ellevest

Read why the path laid out for women by corporate America and the traditional financial industry isn't the only one we can go down.



What the ELLE

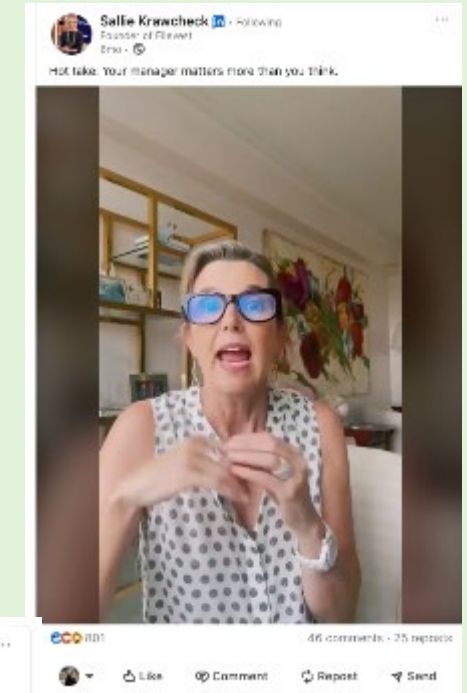
+ Subscribe

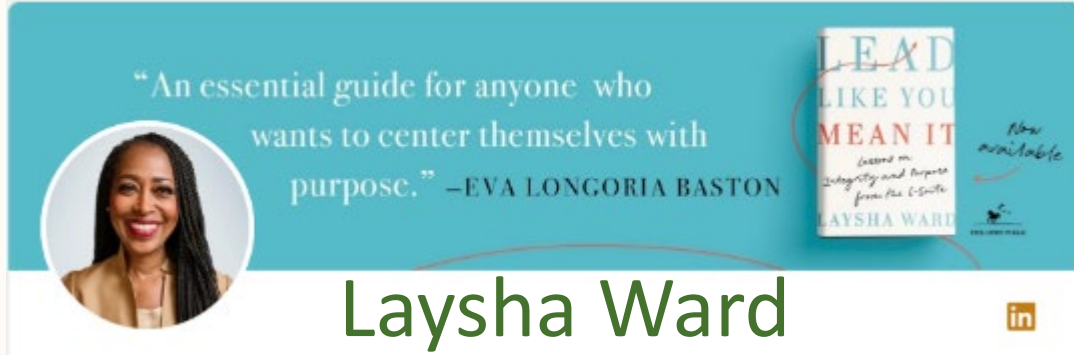
The Millennial "Midlife Crisis"

Sallie Krawcheck

493

43 comments · 4 reposts





Laysha Ward

The Evangelist | 490k followers

Laysha Ward, former Target Exec and board member of numerous companies focuses her conversations on women, people of color, and other underrepresented communities

Laysha is very timely in the conversations she has on LinkedIn, addressing a variety of topics, including how Target is recommitting to its diversity, inclusion, and belonging efforts; support and support entrepreneurs; focus on a safe shopping environment; and be transparent about what Target is doing to support frontline workers.





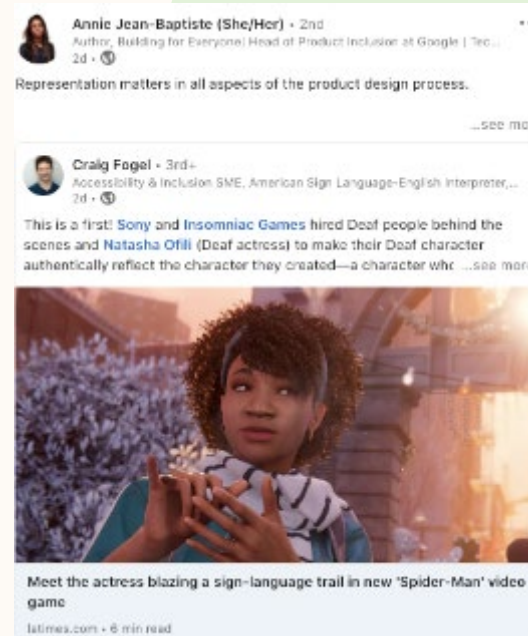
BUILDING
FOR
EVERYONE

Annie Jean-Baptiste

The Guide | 175k followers

Annie Jean-Baptiste is the Head of Product Inclusion at Google and is the author of Building For Everyone: Expand Your Market with Design Practices from Google's Product Inclusion team

Annie focuses her LinkedIn activity on inclusion: sharing what brands are doing to create inclusive products, providing her insight into why inclusion is a key factor in product design, and how creatives can be inclusive mindset.



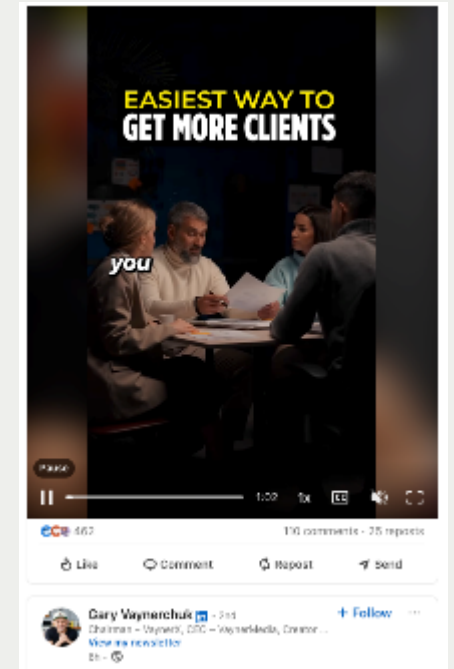
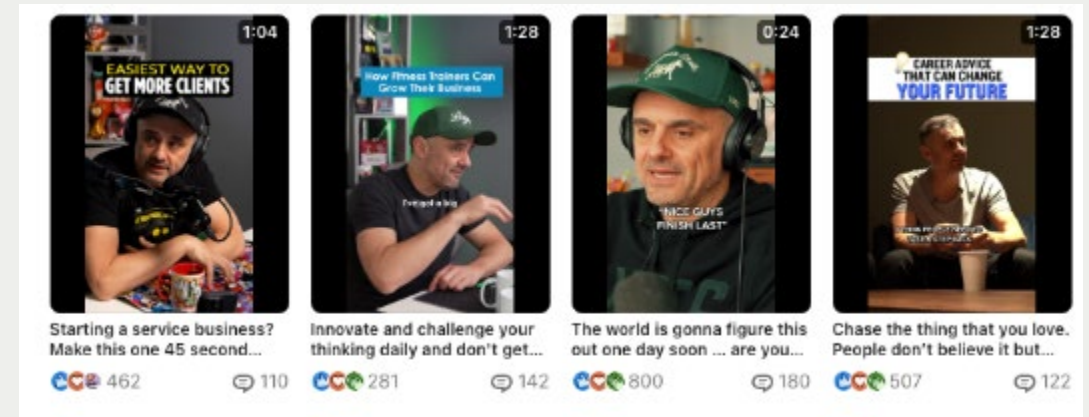


Gary Vaynerchuk

The Mentor | 5M followers

Gary Vaynerchuk, CEO of VaynerMedia, is the epitome of the Mentor personality. His social media posts focus on answering questions from people who follow him, have read his books, etc.

It offers everything from business advice, social media advice, leadership, learning/growth, etc. It has adopted a multitude of formats, including video, Live, document uploading, and short posts.





LinkedIn



Thought Leadership



Executive Presence

Building Your Executive Presence

Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



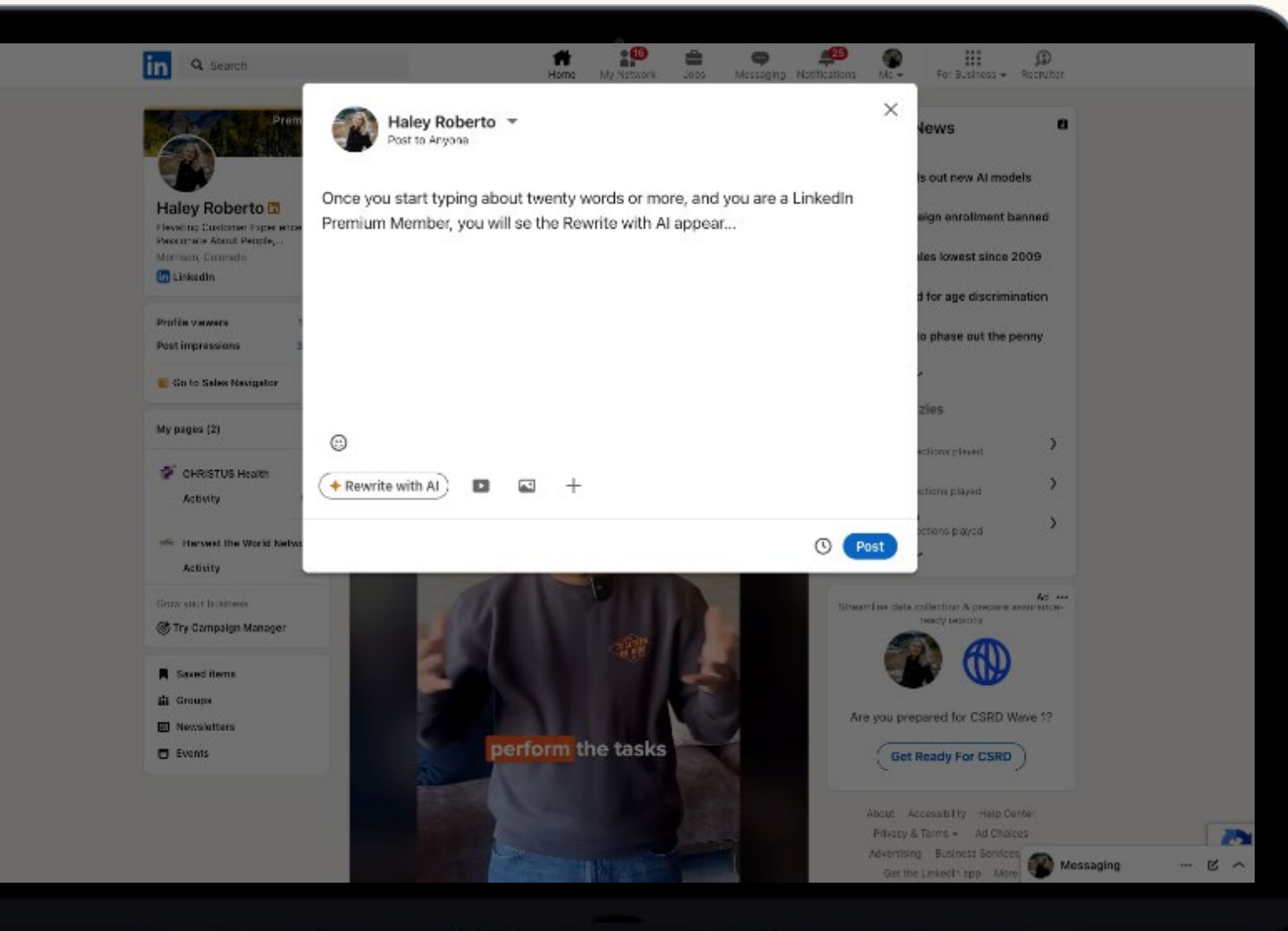
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share status
updates



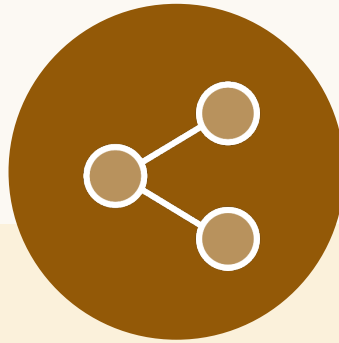
Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

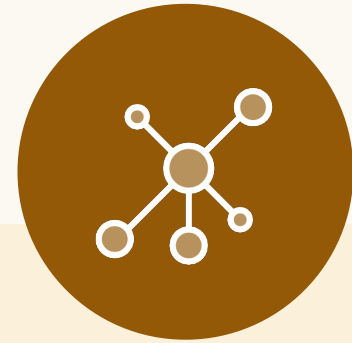
Publishing on LinkedIn



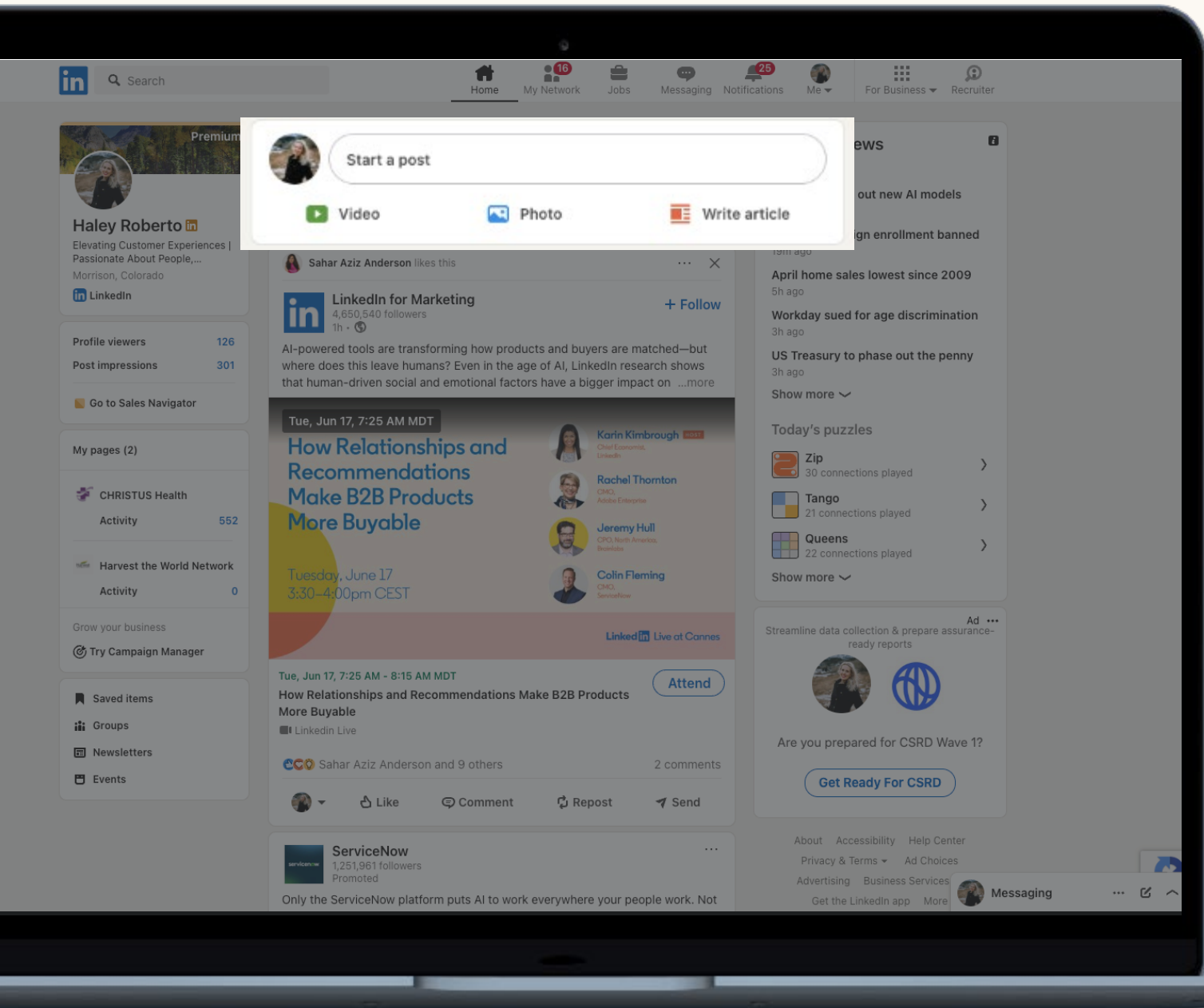
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



PUBLISHING

Start on your
homepage

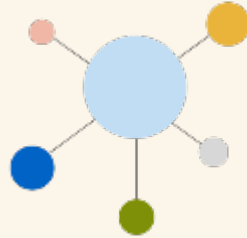


Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters

Typically, members want to hear from executives on 3 main topics

Balance your content in these categories:



Your industry

News
Trending
Best practices



You

Achievements

Lessons
Failures
Challenges
Motivations



Your company

Culture
Values
Behind the scenes
Solutions
Achievements

Be consistent, authentic, and brief

Start posting during the workweek, from Tuesday to Friday, from 8 a.m. to 2 p.m.

1x Item
every 2 months



People Analytics: The Next Big Thing



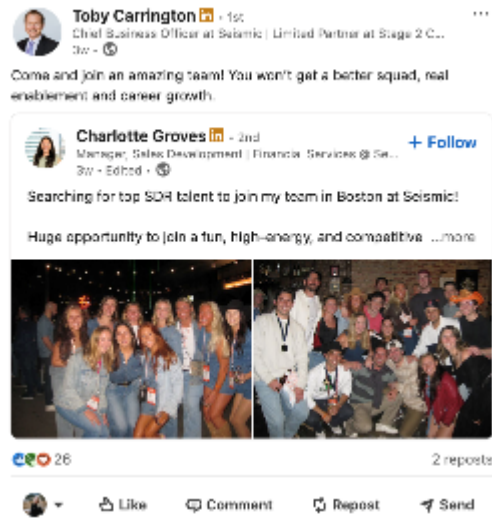
Josh Bersin Global Industry Analyst, I study all aspects of HR, business leadership, corporate L&D, recruiting, and HR technology.

November 22, 2024

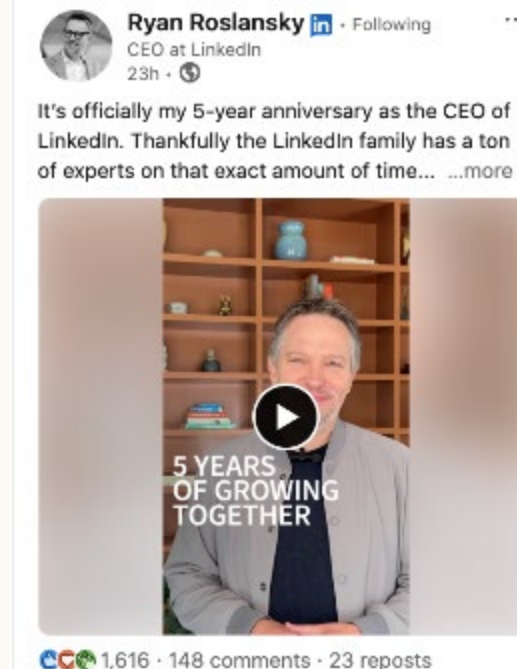
Companies have been investing in People Analytics and Industrial Psychology since the late 1800s, going back to [Fredrick Winslow Taylor](#) (time and motion studies, one of my heroes) and [Carl Jung](#) (psychological types). The original idea was to scientifically manage work, using data to measure labor, strength, motion, and later engagement, skills, and leadership.

All this effort resulted in thousands of books and tools to measure employee

2x Posts
in the feed per week



Video
whenever possible



Participate in the feed
3 times a week





How often should I post on LinkedIn?

Quality > quantity

#1

How many hashtags should I use on LinkedIn?

We recommend up to 3!



Comments are usually the best part

participate in your posts and those of others!

Questions?



Thank You



 Haley Roberto

<https://www.linkedin.com/in/haleyroberto/>

LinkedIn