



MESA Monthly Member Meeting (4M)

Tuesday 21st February

Nailing your LinkedIn Profile & Strategy

Thank you for attending the February MESA Monthly Member Meeting (4M) recently. Thank you to **Russ Magnuson**, CEO, Results Direct, for reading the MESA Pledge! **Our session included 5 valuable snippets in 5 minutes from Rob Davidson, MD, MICE Knowledge. My 5 Top Tips for Successful Presentations:**

1. Respect your audience
2. Control the situation
3. Work with the organisers, not against them
4. Prepare – and then prepare again
5. Get your message across

The main session was about Nailing your LinkedIn Profile & Strategy. A brand is what someone says about you when you are not in the room – **YOU are a brand**. Your LinkedIn profile is not an address book entry but your best CV presentation. **Main points were:**

About You

- **Create a headline** alongside your name of who you are – it reminds people of what you do (edit URL on right hand side)
- **Photos** are very important and / or a 10 second **video** to bring yourself alive
- State what you do in a **strapline** e.g., I help xx, even if it is a volunteer role
- List the **services you provide** and your expertise
- Put your location

Monitor Your Stats

- This will help to **shape the content** you create
- **Look at 10 x 10** (your 10 competitors, and their 10 recent posts) - what is working well for them? You will have 100 pieces of insight to help your content
- Keep **'Creator' mode** on (a profile setting that can help you grow your reach and influence on LinkedIn)

About Section

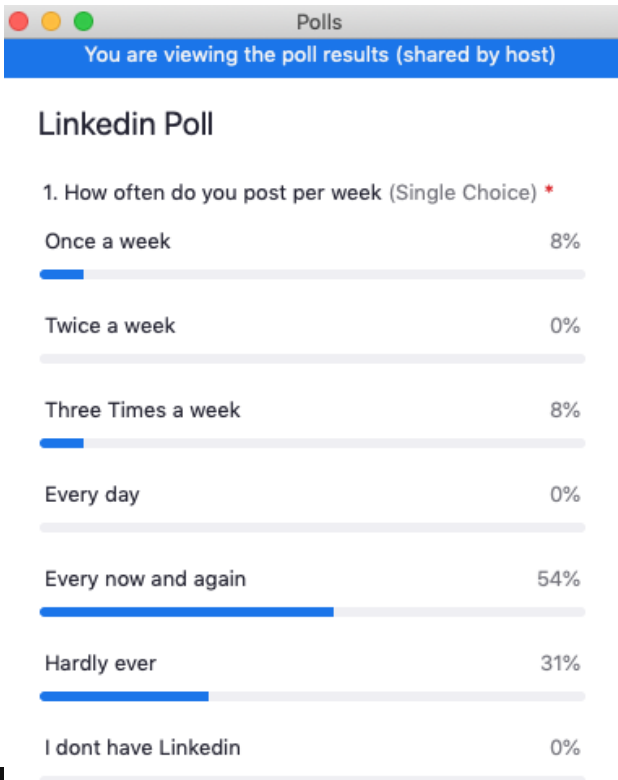
- This is largely under utilised
- Create **bullet points** with green ticks – about what you provide
- Put the various jobs on

Other

- Photofeeler.com for unbiased feedback of the photo you are using rated by e.g., for business – confident, likeable, or influential
- **80% of Internet traffic** is on video with high levels of engagement
- Create a **content plan**
- **Best times of when to post** will depend on your audience e.g., Thursday between 9-10 am. A lot of our community views posts early in the morning
- Put it in your **calendar a regular** time for social media
- **Personal pictures will resonate** more. Try to help your audience share the story with you
- **Respond to all comments** and add more than 6 words – this helps the algorithm, and it helps with the conversation
- Due to the algorithm, **only 5%** of the will see your post – can we target the 5% better? Tag people, look at topics that are trending, look at an ad campaign perhaps
- Don't share posts **without commentary** – say for e.g., you saw an interesting post – it positions you as a thought leader
- Comment on **your client's LinkedIn posts** – start to congratulate them for successes etc, they will notice you more
- If someone has bothered to follow you, treat it like a handshake – **they can also unfollow you**

Content

- **Content that works** – We have to be inventive as to how to get our content noticed: Use ‘how to’ videos / ‘behind the scenes’ etc, or that has an emotional attachment – **why do you share a story?**
- **Content that doesn’t Work** - Too many selfies; advertising; too many hashtags (no more than 6); poor editing or grammar; boring content; posting to wrong or irrelevant audience (be focussed and don’t go off main subject area)

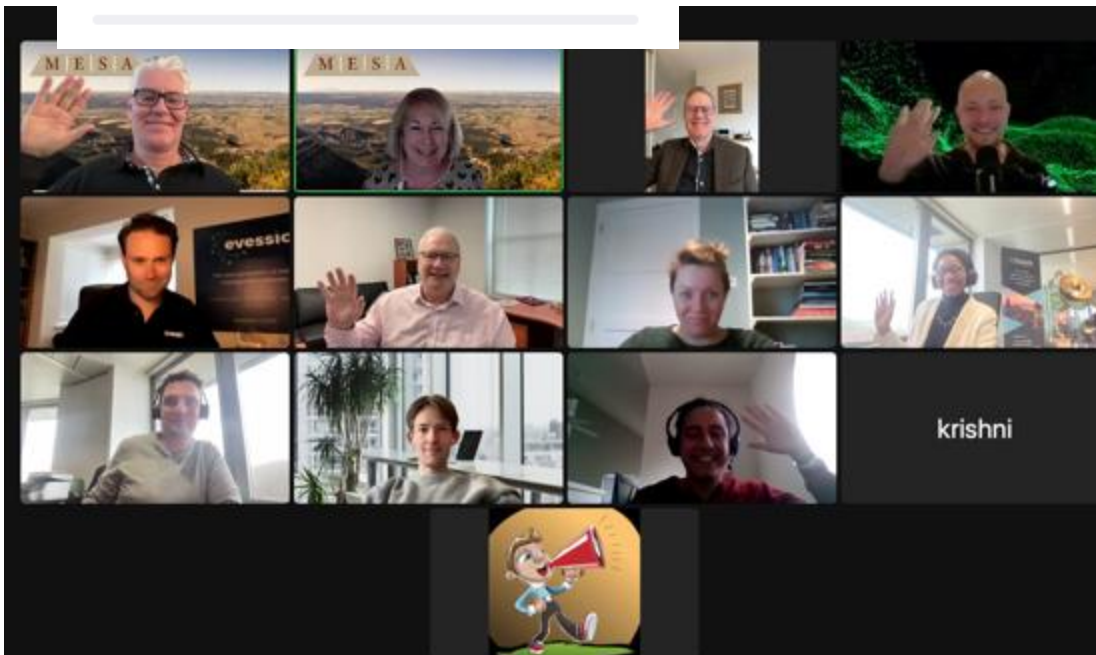


Gordon runs an influencer programme for business owners to help them be the specialist in the field www.gordonglenister.com

Thank you to our speakers:

Gordon Glenister - Speaker, Author, Podcaster & MESA Director of Communications

Rob Davidson – MD, MICE Knowledge, Speaker, Author



NEXT MEETING:
MESA MONTHLY MEMBER MEETING (4M's) 1400 GMT / 1500 CET:

28th March

We look forward to seeing you there!

[MESA Events page](#)
[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!