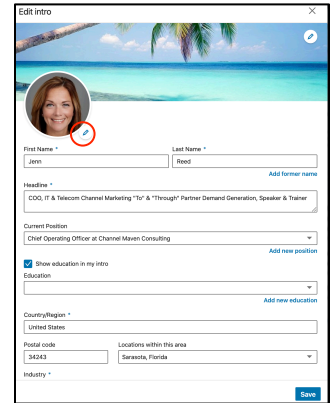


## Social Selling Best Practices Take-Away Checklist

### Optimizing LinkedIn Headshot

Your headshot should be clear, recognizable and consistent across all profiles

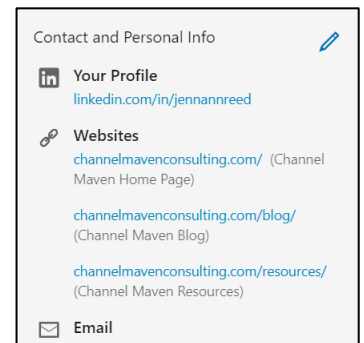
1. Click your profile image (Me Icon) in upper right corner
2. Click View profile and select the blue pencil to update your profile, including your image
3. Upload an easily recognizable professional headshot, ideally a business setting, uncluttered background, shoulders up



### Headline, Summary and Work Experience

Your headline, professional summary and work history should include keywords. Demonstrate your value proposition and include information consistent with your personal brand. Your experience should summarize your achievements and accomplishments. Remember to proofread and make it memorable.

1. Click the blue pencil to update your profile and the blue text under each section to edit
2. Include an accurate and up-to-date title, career information and education information
3. Connect to your company LinkedIn page
4. Upload documents, articles, video, images, and slideshares to highlight expertise
5. Link other personal assets/websites, i.e. your blog, a company page that mentions you, etc.
6. Verify your contact information is accurate
7. Next, click your profile image (Me Icon) in upper right corner
8. Expand your network by ensuring connections are viewable by others by clicking on **Settings & Privacy** via the **Privacy** tab → **Who can see your connections**
9. Add your Twitter handle via the Account tab under **“Partners and Services”**
10. Ask for recommendations; former colleagues or clients can help strengthen your profile!
  - Go to the LinkedIn profile of the person you're requesting a recommendation from
  - Click the “More” button below their profile photo and select “Request a Recommendation”
  - Select the appropriate relationship and your position at the time you worked together
  - Write a brief note reminding them of what you worked on together, for example: *Hi John, I am very proud of the work we did on X project. I'd be grateful if you would write a recommendation on my profile about that initiative, our collaboration and what the results were. I'd be happy to return the favor, as well, if you like. Thank you in advance, Jenn Reed*

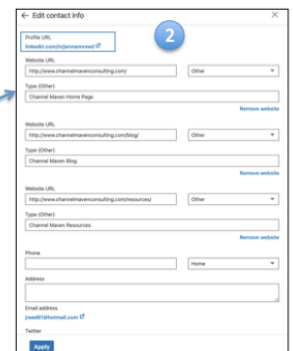
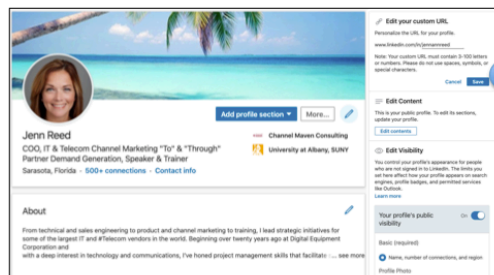


### Custom and Public URL

Ensure your profile URL is easily searchable and that your profile is set to public to ensure you come up in searches and can be easily found. Include your profile URL in your email signature.

Do you have more than one LinkedIn profile? You should merge or delete the inactive profile to ensure your connections know which profile is the real you.

- Click profile image (Me Icon) in upper right corner
- Select **“Privacy & Settings”**
- Under the **Account** tab scroll to the bottom
- **“Merging LinkedIn accounts”** is under **“Account management”**



## Add Contacts to Expand Your Network

Add to your existing contacts by uploading your email list(s) into LinkedIn under “**My Network**” and continue to add connections using the ‘**People you may know**’ feature under “**My Network**” in the top navigation. Be sure to include a personal message to strengthen the connection, for example:

- A. Hi, I see you are attending/sponsoring XYZ event. I hope we can connect live, but in the meantime, let’s connect here.
- B. Hi, I see we’re both in cybersecurity and the IT industry. I always enjoy meeting like-minded professionals. Hoping to connect!

## Nurture Connections

Nurture and engage with contacts by asking them questions or congratulate new jobs, promotions, anniversaries, birthdays.

- Share status updates at least 1x/week, engage your network with relevant content, follow 70/30 split
- Join group(s) to find and connect with potential customers and participate as a thought leader and industry expert
- Write Long Form Posts to engage your network, show case knowledge and create a personal and professional brand all at once!

## LinkedIn Resources

For more information check out this link:

- a. <https://www.linkedin.com/help/linkedin/answer/47538/creating-articles-on-linkedin?lang=en>
- b. Follow <https://www.linkedin.com/company/channel-maven-consulting>

## Target Mapping

Research people/companies who are good prospective customers for your business. Once you’ve identified who you want to connect with (this is the Target), pull up their LinkedIn profile and see what connections you have in common.

1. Send common connections a message via LinkedIn, such as “Hi Name, I hope you are doing well. I was going to reach out to [Target], which made me think of you. It’d be great to find time to catch up.”
2. Follow both the company and the target contact on LinkedIn/Twitter.
3. When appropriate, share or comment on the posts they make. Do this for a couple of weeks to showcase your engagement and interest.
4. Then ask to connect with the target with a personal message.
5. Nurture the target following the steps above

### LinkedIn Outreach Timing

- **Day 1:** Initial connection request
- **Day 15:** If you haven’t heard back, connect with others and mention them
- **Day 5-10:** When they connect send a follow up message
- **Day 10+:** Like and repost their content
- **Daily/Ongoing:** Continue to connect with people to grow your network

## Use Social to Improve Email Lists

1. Click the **My Network** icon at the top of your LinkedIn homepage
2. Click “**Your Connections**” on the left rail
3. Click “**Manage Synced and imported contacts**” near the top right.
4. Under **Advanced Actions** on the right rail, click **Export Contacts**.
5. Click **Request Archive**. Note: This can take up to 24 hours.

### Email Outreach Timing

- Wait 1 month from the day you connected on LinkedIn to use their email.
- If the connection is cold wait a month in between the 1<sup>st</sup> and 2<sup>nd</sup> emails.
- If the connection is warm or they downloaded content, send the email in 2 weeks.
- If you sent a proposal but haven’t heard back, touch base with them in 1-2 weeks.

## Email Tips

- Personalize the messaging
- Include clickable links
- Include a Call To Action (CTA)
- Voice should be non-salesy tone, be yourself
- Make it track-able

## Optimizing Twitter

### Customize Your Profile

If you don't already have a Twitter account, choose one that's descriptive and memorable, this will be your @handle. If you have one, but don't feel it is easily searchable consider removing it and starting over.

### Headshot, Image and Bio

Upload a headshot (recommended dimensions are 400x400 pixels) and header image (recommended dimensions are 1500x500 pixels) aligned with your brand.

1. Click on circle image in the upper right-hand side and click **"Edit Profile"**
2. Craft your bio summary (160 characters max) including your interests and personality using hashtags, and generally why someone should follow you (what's in it for them). Don't forget to mention your title and @company.
3. Include your location and website URL



### Twitter Follows & Following

- When "tweeting" (aka posting) add video, images and/or a link
- Use hashtags (#) to indicate a topic of conversation, hashtags are searchable so a much larger audience may see your tweets
  - Examples: #EVENThashtag #ProductCategory
- Follow, retweet (RT) and mention (@) relevant people (colleagues, clients) and companies, partners, etc.
- Create conversations/Tweet frequently (3+ times/week), follow the 70/30 split.
- Add value by using free tools like Feedly, Pocket or Buffer to find content to share with your network
- Keep your tweets unprotected, open to the public and avoid sensitive topics
- Follow @ChannelMaven: <https://twitter.com/ChannelMaven>
- Look at the "Follower/Following" of accounts above for ideas on who to follow
- If someone follows you, consider following them back; like a handshake at an event
- Consider using a scheduler so you can plan your posts
- Create Lists to help you "listen", you can access lists under your profile image dropdown menu.
- For additional list information: <https://help.twitter.com/en/using-twitter/twitter-lists>

### Tweet Examples

- Getting Social with @Partner at #EVENThashtag and @ChannelMaven

[RT] Thank you @HarvardBiz for showing us the right way to ask for help #worksmarter not harder <https://bit.ly/2re95bY>

### Interact, Engage and Moderate

- Favorite, reply, mention in subsequent posts to increase reach
- Start conversations, ask questions, pique interest
- Use mix of pain-point-related thought leadership, news, events, etc.
- Create/Use Twitter Lists – Followers, High Engagers, Thought Leaders

Platform	Type	Cadence	Frequency	Follow the 70% 30% Rule!
Twitter	Mix: Images, Links, Video	Daily	Multi per day	
LinkedIn	Mix: Images, Links, Video	2-3/week	1 per day	
Facebook	Mix: Images, Links, Video	3-5/week	1 per day	