

An introduction to **LinkedIn**

And the Education page

Tony K Silver
LinkedIn Profiler

**TONY K
SILVER**
LinkedIn Leadership



A BRIEF HISTORY OF LINKEDIN



2003
Formed

2008
Set up office
in UK

2016
Bought by
Microsoft
for \$26.2
billion

2004
In UK

2012
Adoption by
many large
companies

2018
Split from
Social Media



AS OF TODAY, LINKEDIN CLAIM- Dec 2024

A dark blue silhouette of a world map serves as the background for the central text boxes.

1.1* Billion User Accounts
200 Countries

* This figure is actually the number of accounts set up, but some have been removed

3.93 added
every second

AS OF TODAY – Dec 2024



User Accounts
38.8 Million in UK
28.2 Million
In England



Company/Education Page



Can be set up from your personal profile but can have multiple admins



<https://www.linkedin.com/help/linkedin/answer/a553432>



We will now go live and see how
to do this



We will now look at Education pages and what you can do with them.



We will now look at the Alumni
tab



How to set up admins for your education page



We will have a look at how we can retrieve log in to a company page



But as I said earlier it has to be set up from a personal profile and people will spin out from the school page to the staff profiles



How you can
incorporate LinkedIn
into your plans?



How to use LinkedIn to engage with business



Why is LinkedIn
important to your
students?



LinkedIn is both a

Website

And a

Database



KEYWORDS



KEYWORDS ARE IMPORTANT FOR
SEARCHING AND BEING FOUND



Searching on LinkedIn in the
standard free version

What job title do you want to look
up?



How about if people search for your
position/role/keyword?



We will look at what comprises a
LinkedIn profile



MY FOUR PILLARS ARE

TOP CARD
OPTIMISATION
ACTIVITY
SEARCH



HOW SHORT ARE ATTENTION
SPANS THESE DAYS?

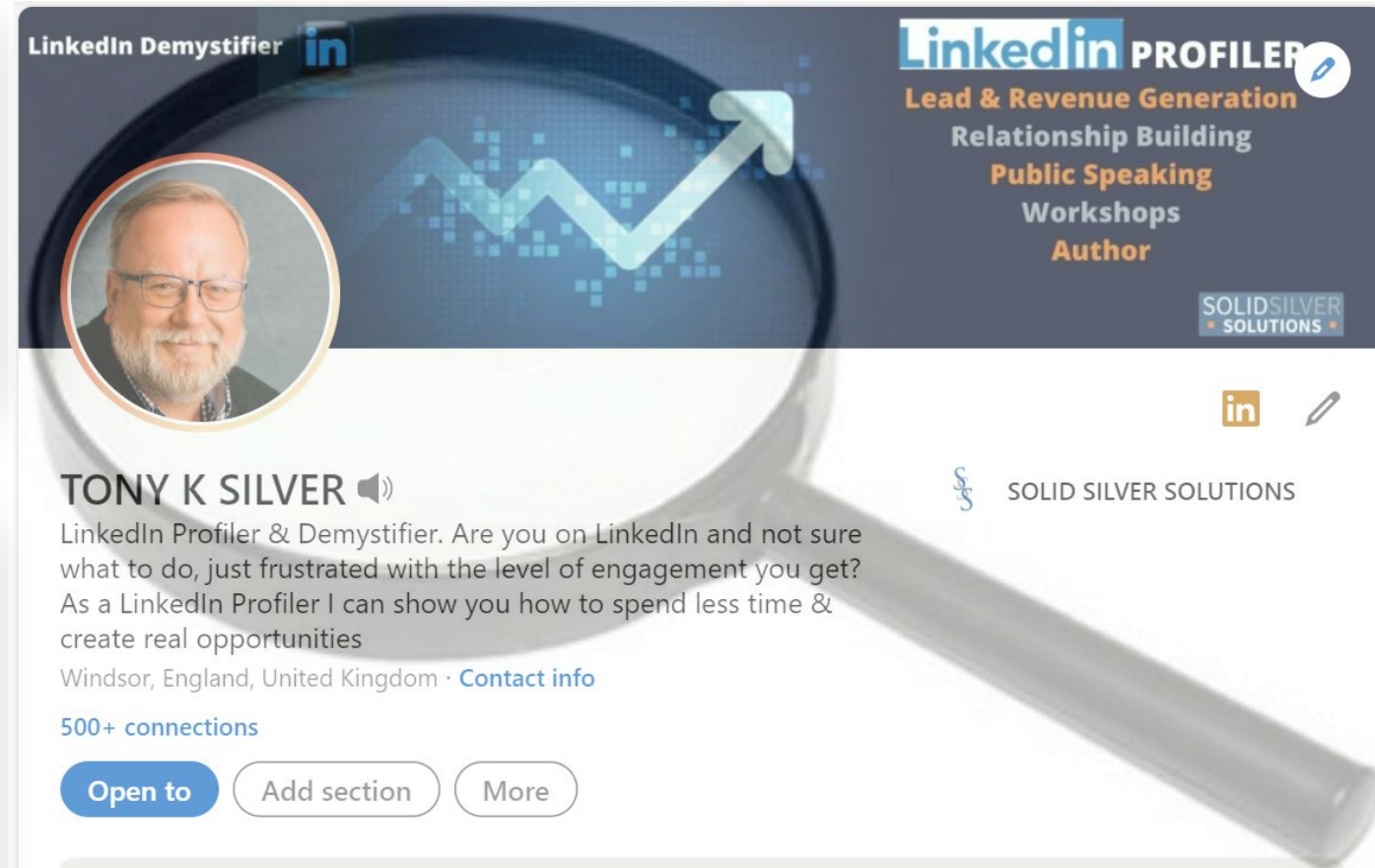


VISIBILITY





5-7 SECOND SYNDROME

**Recent Forbes report says
people can decide in as
little as 0.5 seconds!!!!!!**





The screenshot shows a LinkedIn profile for Tony K Silver. The header banner features a magnifying glass over a line graph with an upward arrow, and text including 'LinkedIn Demystifier', 'LinkedIn PROFILER', 'Lead & Revenue Generation', 'Relationship Building', 'Public Speaking Workshops', 'Author', and 'SOLIDSILVER SOLUTIONS'. The profile picture is a circular headshot of a man with glasses and a beard. Below the photo, the name 'TONY K SILVER' is followed by a speaker icon. The bio reads: 'LinkedIn Profiler & Demystifier. Are you on LinkedIn and not sure what to do, just frustrated with the level of engagement you get? As a LinkedIn Profiler I can show you how to spend less time & create real opportunities'. The location is 'Windsor, England, United Kingdom' and there is a 'Contact info' link. It shows '500+ connections'. At the bottom are buttons for 'Open to', 'Add section', and 'More'.


LinkedIn Demystifier 


LinkedIn PROFILER 

Lead & Revenue Generation
Relationship Building
Public Speaking
Workshops
Author

SOLIDSILVER
SOLUTIONS

 SOLID SILVER SOLUTIONS

TONY K SILVER 

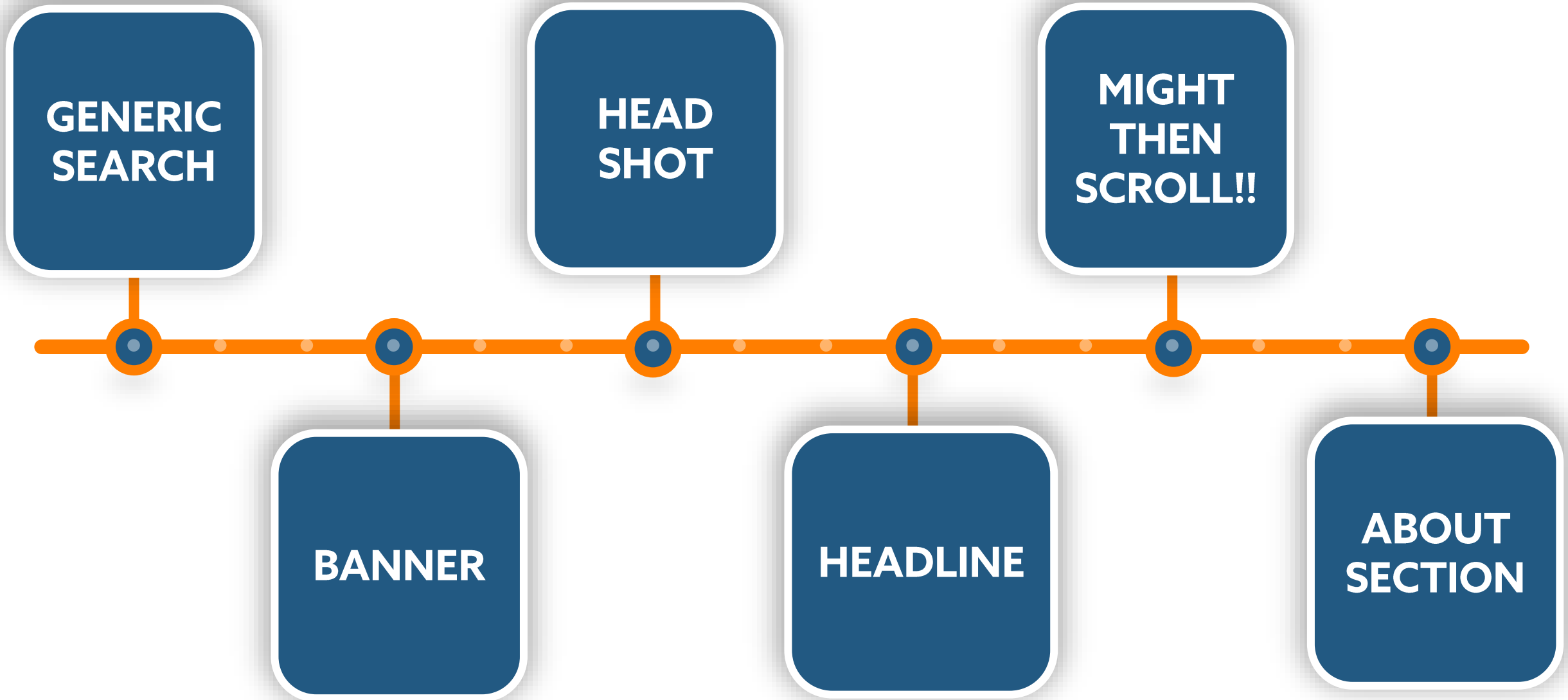
LinkedIn Profiler & Demystifier. Are you on LinkedIn and not sure what to do, just frustrated with the level of engagement you get? As a LinkedIn Profiler I can show you how to spend less time & create real opportunities

Windsor, England, United Kingdom · [Contact info](#)

500+ connections

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

WHAT HAPPENS IN THOSE few SECONDS



THE FOUR PILLARS

TOP CARD



TIP 1

GET THE TOP OF
YOUR PROFILE
ENGAGING



TIP 1

GET THE TOP OF YOUR PROFILE ENGAGING

Profile top section



Banner

Headshot

Audio Headline

Headline

About

As an Award winning LinkedIn Profiler can I ask you "Are you getting the desired outcomes from your LinkedIn profile?
Are your LinkedIn activities generating you leads, sales and great relationships?
Are you not sure the best posting strategy? Are you in fact suffering from the Seven Second Syndrome?
As a LinkedIn Profiler, trainer and speaker for many years, I can teach you how to make your LinkedIn Profile ...see m

You might have them then view

About section first 4 lines

TIP 2

ENSURE YOUR BANNER

Affirms to the viewer is in the right
place



TIP 2

ENSURE YOUR BANNER TELLS YOUR STORY

An example of a bad banner

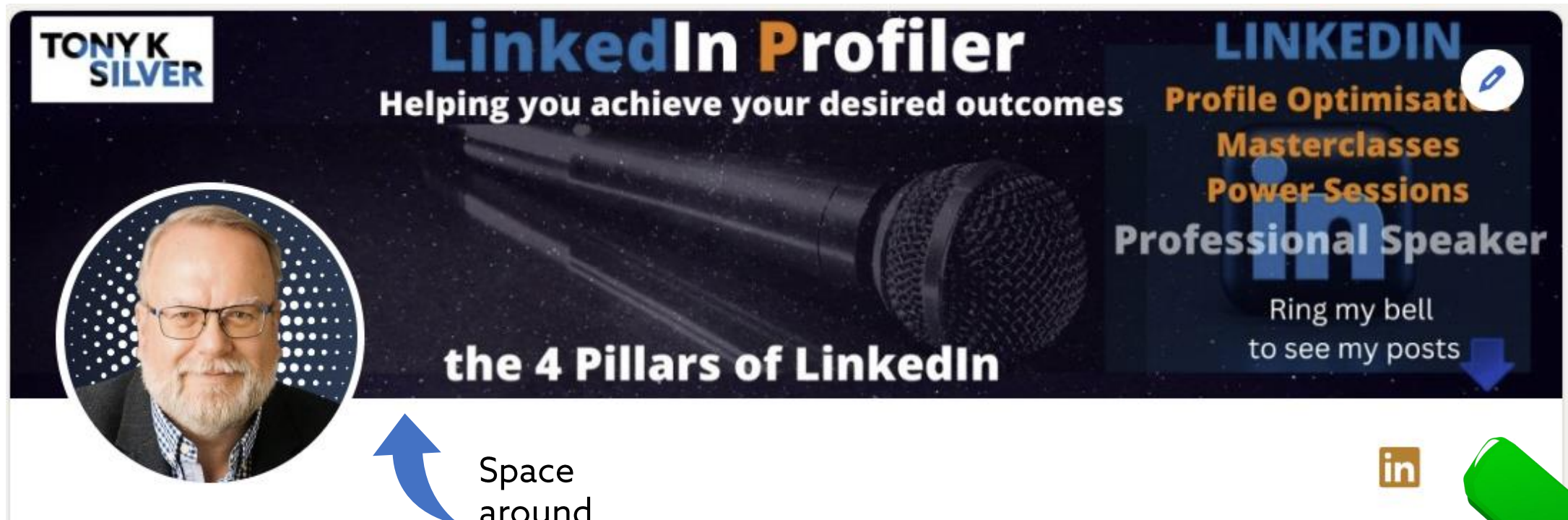


TIP 2 ENSURE YOUR BANNER TELLS YOUR STORY

LOGO

My current Banner

Keywords
Specialities



Space
around
headshot



TIP 2

ENSURE YOUR BANNER TELLS YOUR STORY

Another example of a good banner



The banner is divided into two main sections by a diagonal orange line. The left section has a dark blue background and contains a circular portrait of a woman with blonde hair, a small green circle with a white dot, and the IMD2MD logo. The right section has a light blue background and features a word cloud of business-related terms.

IMD₂MD
It's no longer lonely at the top

Even better leaders
Even better strategies
Even more success

**AN INTERNATIONAL COMMUNITY
OF BUSINESS LEADERS**
Confidence | Competence | Motivation

**It's no longer
lonely at the top**

Word cloud terms: WORKPLACE, MOTIVATION, GROWTH, COMPETITION, ACQUISITIONS, PERFORMANCE, STRATEGIC LEADERSHIP, DIVERSITY, RESTRUCTURE, EXPORT, RECRUITMENT, TEAM LEADERSHIP, DEVELOPMENT, BUSINESS, INTERVIEWS, PEOPLE MANAGEMENT, PERFORMANCE.

TIP 3

PROFESSIONAL LOOKING
HEADSHOTS ONLY



TIP 3

PROFESSIONAL HEADSHOTS ONLY

Examples of bad headshots



TIP 3

PROFESSIONAL HEADSHOTS ONLY

Examples of good headshots



SO, ARE THE VISUAL PARTS OF
YOUR TOP CARD ALIGNED WITH
THIS?



LET'S GO LIVE TO SEE HOW TO
EDIT



TIP 4


YOUR HEADLINE IS NOT JUST
YOUR JOB TITLE



TIP 4

YOUR HEADLINE IS NOT YOUR JOB TITLE

An examples of bad headline

Peter Messervy · 1st 

Regional Director at THE ALPHA GROUP INTERNATIONAL

Walton-on-Thames, Surrey, United Kingdom ·

[See 500+ connections](#) · [See contact info](#)

 THE ALPHA GR



Southampton University



Marie Leclerc (She/Her) · 3rd

HR Director

Talks about #career, #business, #innovation, #improvement, and #talentacquisition

Auckland, New Zealand · [Contact info](#)

 Hawaiki Cable



Conservatoire National des Arts et Métiers



TIP 4 YOUR HEADLINE IS NOT YOUR JOB TITLE

Example of good headlines



Building rock solid WordPress websites. Do you want more sales or enquiries on your website? Is your website slow? Need your website to achieve more for your business? Book a call - booking.twenty-eighty.co.uk

Add Credibility

Director @ The Perfect Process Company | Over 20 yrs experience as:
Lean Manufacturing Expert | Green Manufacturing | Business advisory |
Business Process Improvement | NED | Business Advisor

THE FOUR PILLARS

OPTIMISATION



SECTIONS

THE SECTION BELOW YOUR TOP CARD
IS THE ABOUT SECTION WHICH I BELIEVE
IS THE MOST IMPORTANT



TIP 5

THE FIRST 4 LINES OF YOUR
ABOUT SECTION BELONG TO
THE VIEWER



TIP 5

THE FIRST 4 LINES OF YOUR ABOUT SECTION BELONG TO THE VIEWER

A bad example

About

A highly motivated and hard working individual. My passion for construction and quality, along with my ability to communicate in a polite and well-mannered manner has lead me into the field of construction management, which I have a particular interest in as it will allow me to use my skills that I have developed during my experience as a carpenter. I intend to continue expanding and growing these abilities within the workplace.



TIP 5

THE FIRST 3 LINES OF YOUR ABOUT SECTION BELONG TO THE VIEWER

A good example



About



As an Award winning LinkedIn Profiler can I ask you "Are you getting the desired outcomes from your LinkedIn profile?
Are your LinkedIn activities generating you leads, sales and great relationships?
Are you not sure the best posting strategy? Are you in fact suffering from the Seven Second Syndrome?
As a LinkedIn Profiler, trainer and speaker for many years, I can teach you how to make your LinkedIn Profil ...see more

NB this is my about as when these slides were produced this was a new change

TIP 5

ADDITIONAL TIP

It is a good idea to have more than 1 version that you can use.

You can then swop in one to suit what message you currently want to promote

HOW MANY "I's" IN
YOUR FIRST 4 LINES ?



TIP 6

YOUR 'ABOUT' SECTION
MUST INFORM THE VIEWER



TIP 6

YOUR 'ABOUT' SECTION MUST INFORM



About

As keynote speaker and conference host – two questions for you. Do you want audiences to be excited about developing their personal presence? Do you need an experienced and exciting MC?

This is what I do well.

I can transform the confidence and effectiveness of speakers: at boardrooms, stakeholder meetings and new business pitches.

I am a safe pair of hands as MC and I bring all my live TV experience to your event.

SPEAKING EXPERT

Aim: for participants to speak with confidence and skill. I do this as:

- Keynote speaker in over 20 countries
- Masterclass facilitator
- Lunch & Learn leader
- Author of 'Executive Presentations' – "outstanding business book" (Business Book Awards)
- Visiting professor at INSEAD.

"Jacqui's sessions are head and shoulders above the rest. A really good investment of my time". General Counsel, UK national bank

Benefits

- Win more pitches
- More engagement
- More memorable presentations
- Quicker preparation
- Sharper messaging
- Impressive vocal impact
- More confidence
- Increased visibility.

TIP 6

YOUR 'ABOUT' SECTION MUST INFORM



CONFERENCE HOST

Aim: to make your event a great success and to be the easiest person you've ever worked with! I do this as:

- Former BBC TV Anchor
- MC - the Professional Speaking Association
- MC - the Consortium of Legal Operations (global)
- MC - the Luxury Law Summit (global)
- and many other international organisations

"Jacqui's MC skills are always professional, always engaging and always make an event truly memorable". Managing director, Luxury Law Summit.

EXECUTIVE COACH

Aim: to help leaders soar and organisations grow. I get clients to think deeply about important changes they want to make. I support them in planning and overcoming key obstacles. Lasting change is the result. Areas include: executive presence, self-development, influencing skills, personal branding, online communication, difficult conversations. I do this as:

- Certified executive coach (HCC)
- ICF Member
- A specialist in executive presence
- Corporate faculty: Hudson Institute, Santa Barbara
- Mentor coach/facilitator for women leaders in STEM companies: Benchstrength Coaching, California
- Positive intelligence practitioner
- Tilt 360 practitioner.

"She has been an amazing coach. She just picks on the points I might have trouble with so easily. She has guided me on how to respond to different scenarios. I have become more positive about myself after my sessions with Jacqui. She has been an inspiration". Corporate client 2023.

Email now to see if I am a good fit for your people or event.
jacqui@crystalbusinesscoaching.com

TIP 6

YOUR 'ABOUT' SECTION MUST INFORM



Let me give you the best piece of advice from the last 20 years working on new product development. DESIGN FOR YOUR CUSTOMER. Seems obvious right? Well maybe but in my experience business leaders think they know what their customers want but actually they are designing the product that they want. Through market research as an integrate part of product development we can ensure that your product hits the market with a much greater chance of success and in some cases substantial pre-orders.

Don't just take my word for it.

"I found that D2M is not just a run of the MILL DESIGN CONSULTANCY - they really are a one stop shop for getting your product to market successfully." Ali - Care 4 Futures Ltd.

"Working with D2M our new design resulted in significantly lower unit costs significantly improving our margins" Phil - Core Lighting Ltd.

"We knew D2M would design a fantastic looking product" Mark - Stewart Golf Ltd.

If you're looking for a TRANSPARENT & HONEST PRODUCT DESIGN COMPANY to make your idea a commercial success, why not get in touch today - phil.staunton@design2market.co.uk



TIP 6

YOUR 'ABOUT' SECTION MUST INFORM



OTHER ITEMS THAT WORK WELL

BULLET POINT YOUR SERVICES

BULLET POINT THE BENEFITS OF USING YOU

POSITIVE STATISTICS

TWO SECTIONS ARE NOW PART
OF THE ABOUT SUITE



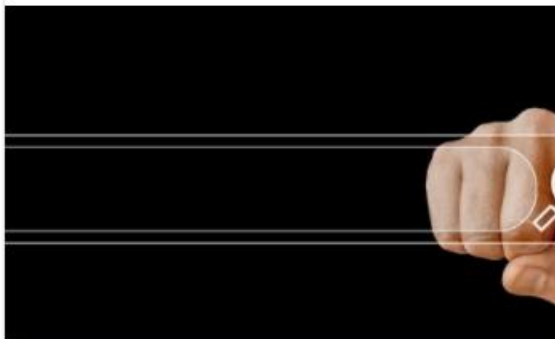
TIP 7

THE FEATURED SECTION IS A MUST

Featured



Published · 1w



Generalist or Specialist?

TONY K SILVER on LinkedIn

When I work with clients on their LinkedIn profile I often point out the need to be a specialist, find their niche. Sometimes I meet resistance and they say that they want to reach as many people a...

Link · 3w

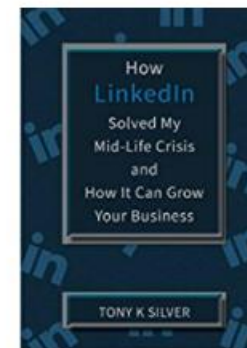


LinkedIn Profile Makeover Feb 22

YouTube

There are wholesale changes to the LinkedIn profile sections, here I go through the main ones

Link · 4mo



How LinkedIn Solved My Mid-Life Crisis and How It Can Gro...

amazon.co.uk

How LinkedIn Solved My Mid-Life Crisis and How It Can Grow Your Business. my latest book on how to be a success on LinkedIn


TIP 7

ADD TO YOUR FEATURED SECTION

← Featured

◇ +

Recommendation



Carl Bradshaw

in · 1st

Non Exec | Trustee | Treasurer | Club Secretary | Board Member | Business Coach & Mentor

March 5, 2024, Carl was TONY K's client

You rarely come across standout talent like Tony. I had the pleasure of taking part in a "Power Hour on LinkedIn" masterclass led by Tony Silver, and I was impressed by his depth of knowledge and the ease with which he conveyed complex strategies. Tony's ability to break down LinkedIn's intricacies and transform them into actionable insights is nothing short of remarkable. He combines practical advice with real-world examples, making the learning process both engaging and effective.

Tony isn't just a master of his craft; he's a genuinely supportive guide who's passionate about helping professionals elevate their online presence. His tips on building a powerful LinkedIn profile and leveraging the platform for...

Featured with Premium

★ Remove from featured

Document

from 16 to entrepreneurs in their 70's and 80's.

A LinkedIn is Industry agnostic it applies to almost everyone I speak with.

My 4 pillars are

1 - What people see when they land on your profile

2 - Your profile has indexing so optimisation is a real benefit

3 - The activities you can do on LinkedIn to get reach and engagement

4 - How to effectively search in the free version

If you would like to know more about these 4 pillars and how they could help improve your LinkedIn profile and use of the platform then please book a complimentary zoom call.

the 4 pillars of LinkedIn.pdf

The 4 fundamentals that I teach on LinkedIn

Edit

Delete

TIP 7

ALSO ADD THE SERVICES SECTION

Services



I am a LinkedIn Profiler who is world top 10 ranked by the LinkedIn Search.
I work with individuals and groups...

[...see more](#)

Management Consulting • Marketing Consulting • Public Speaking • Corporate Training • Training • Social Media Marketing • Digital Marketing • Lead Generation



4.9 out of 5 (9 reviews)



"I am looking forward to implementing all of Tony's suggestions. for"

Michael Gansl, "The Seasoned Voice of Reason" for Small Businesses and Hands On Entrepreneur Trusted Advisor

[Show all →](#)

LET'S GO LIVE TO SEE HOW TO
EDIT



SECTIONS

THERE ARE AN ADDITIONAL 10
SECTIONS AFTER YOUR TOP CARD





ADD PROFILE SECTION

TONY K SILVER

LinkedIn Profiler and Speaker. I help individuals and companies with lead generation, whilst saving them time. I use LinkedIn taking them from CONFUSION to CLARITY & on to CERTAINTY using 1-2-1 Training and Masterclasses

Windsor, England, United Kingdom · [Contact info](#)

500+ connections

Open to

Add profile section

More



Three Areas

Add to profile



Core



Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

Add position

Add services

Add career break

Add skills

Recommended



Additional



Three Areas

Add to profile ×

Core ∨

Recommended ∧

Completing these sections will increase your credibility and give you access to more opportunities

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations

Additional ∨

Three Areas

Additional

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

Sections

Experience



Tony K Silver

6 yrs

- **LinkedIn Profiler**

Self-employed

Mar 2018 - Present · 6 yrs

Thames Valley

◆ As a LinkedIn Profiler, Expert and Educator, I help Individuals and teams by making sure they have the correct skill set to maximise their LinkedIn Profile for engagement and teach them the activities needed, so th ...see more

◆ Facilitation, Professional speaker and +4 skills



Sections

Education



Thames Valley Chamber of Commerce

Diploma, Management

1999 - 2000

Grade: distinction

Activities and societies: I helped others on the course once I had completed the course.

National Diploma in Management. Helping others with the course even after completing with a Distinction

Sections

Licenses & certifications



Fellow of the Chartered Management Institute

Chartered Management Institute

Issued Jul 2002

Show credential 

Sections

Volunteering



Donator

Battersea

Animal Welfare

I have a rescue dog from Battersea and donate to them monthly and do their prize draw as well



Donator

Prostate Cancer UK


Health


Sections

Skills




Expert LinkedIn Speaker

 LinkedIn Profiler - Educator at Tony K Silver

 4 endorsements

LinkedIn Training

 LinkedIn Profiler - LinkedIn Masterclass Lead at Tony K Silver

 Endorsed by 1 people in the last 6 months

 9 endorsements

Show all 15 skills →

Sections

Recommendations

[Show all pending](#)

Received

Given



Melanie Uribe · 1st

Creative Director / Assistant Professor

February 6, 2024, Melanie was TONY K's client

Tony is facilitating a LinkedIn masterclass for AIGA CT, we just had the initial session and it was a deep dive into the platform's history, impact, and the essentials of crafting a powerful professional profile. Discovering LinkedIn's evolution offered a richer perspective on leveraging it for career growth. He went over key insights into LinkedIn's growth trends and statistics underscored the platform's vast potential. The session offered practical tips for profile optimization and strategies to enhance one's professional brand, emphasizing the importance of a well-curated digital identity; and setting a solid foundation for leveraging the platform to its fullest potential. I'm looking forward to applying these strategies and seeing where they lead in my professional journey.

LET'S GO LIVE TO SEE HOW TO
ADD AND EDIT THESE SECTIONS



HOW MANY SECTIONS DO
HAVE ON YOUR PROFILE?



THE FOUR AREAS

ACTIVITY





BE ACTIVE OR FADE AWAY



Posts



Articles



Groups



Interact
with Feed



HOME PAGE



Start a post



Media



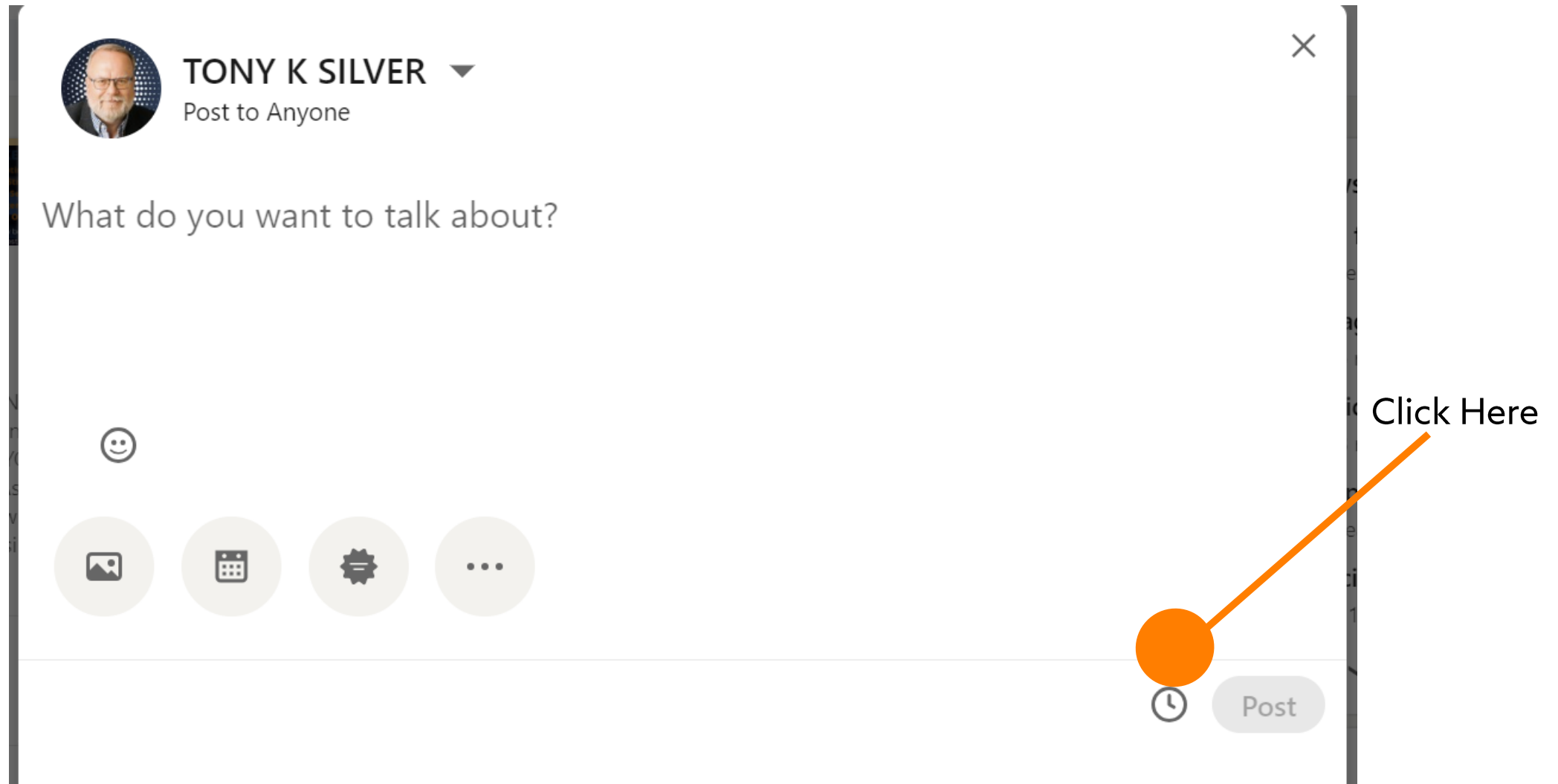
Job



Write article

ADDITIONAL NUGGETS

You can schedule posts to go out whilst doing your duties



POST ANALYTICS



Post analytics

[↓ Export](#)

TONY K SILVER posted this • 1w



I must warn you ⚠️ that engaging with others content will have consequences. These consequences could effect your performance on the LinkedIn platform....
...show more

Discovery ?

312

Impressions

214

Unique views

Engagements ?

Reactions

7 →

Comments

18 →

Reposts

1 →

LET'S GO LIVE TO SEE HOW TO GO
ABOUT ACTIVITIES ON LINKEDIN



TOP TIPS



ADDITIONAL NUGGETS

HOW TO SEARCH IN THE STANDARD FREE VERSION

The screenshot displays the LinkedIn search interface. At the top, the LinkedIn logo is on the left, and navigation links for 'Home' and 'My Network' are on the right. A search bar contains the text 'human resources'. Below the search bar, a row of filter buttons is visible: 'People' (highlighted with an orange box), 'Connections', 'Locations', 'Current company', and 'All filters' (also highlighted with an orange box). Below the filters, a banner indicates 'About 13,000,000 results'. The search results list three profiles:

- Afzal Ghany • 2nd**
Human Resources Director at Carnival Cruise Line
London
Jo Morgan, Vicky White, and 1 other shared connection
- Jennifer Clark-Whittle • 2nd**
Director of Human Resources at Allegis Group Limited
Greater Reading Area
Current: Director of **Human Resources** at Allegis Group
Sophie Henderson (Leavy), Jules Fraser-Ellis, and 2 other shared connections
- Kasuni Gankanda • 2nd**
Head Of Human Resources at The Jewellery Channel
United Kingdom

HOW TO SEARCH IN THE STANDARD FREE VERSION

Filter only **People** ▼ by

Connections

☐ 1st ☒ 2nd

☐ 3rd+

Connections of


+ Add a connection







Locations

☒ United Kingdom ☐ England, United Kingdom

ADDITIONAL NUGGETS

HOW TO SEARCH IN THE STANDARD FREE VERSION



 Home  My Network  Jobs  Messaging  Notifications  Me

People

2nd 1


Reading 1



Information Technology & Services 1

Current company




All filters

76 results

 **Search with Sales Navigator**
12 additional advanced filters

**Rebecca Ebdon** • 2nd
Regional Human Resources Manager at Nvidia
Greater Reading Area
Skills: **Human Resources**
 Jackie Osborne and Paul Townsend are shared connections

Connect

Promoted
 DHL Supply
"Optimising re supply chain."
 LSE
Gain core M
Be empowerec
make strategic
 Save Time W

ADDITIONAL NUGGETS

WHO VIEWED YOUR PROFILE



Dean Aldis · 1st
Practice Buddy with the Hakim Group
Viewed 1d ago

Message



Sharron Malpass · 2nd
Passionate Credit Professional
Viewed 1d ago
Found you through LinkedIn search
3 mutual connections

Connect



Katherine Ledger · 1st
Business Storyteller for Tech & B2B companies | Content Marketer | Story alchemist | Enabling technical and B2B companies to win better clients through story-driven content marketing. You're the hero. I'm the guide.
Viewed 1d ago

Message



Paul Mothershaw · 2nd
Hakim Group
Viewed 1d ago
1 mutual connection

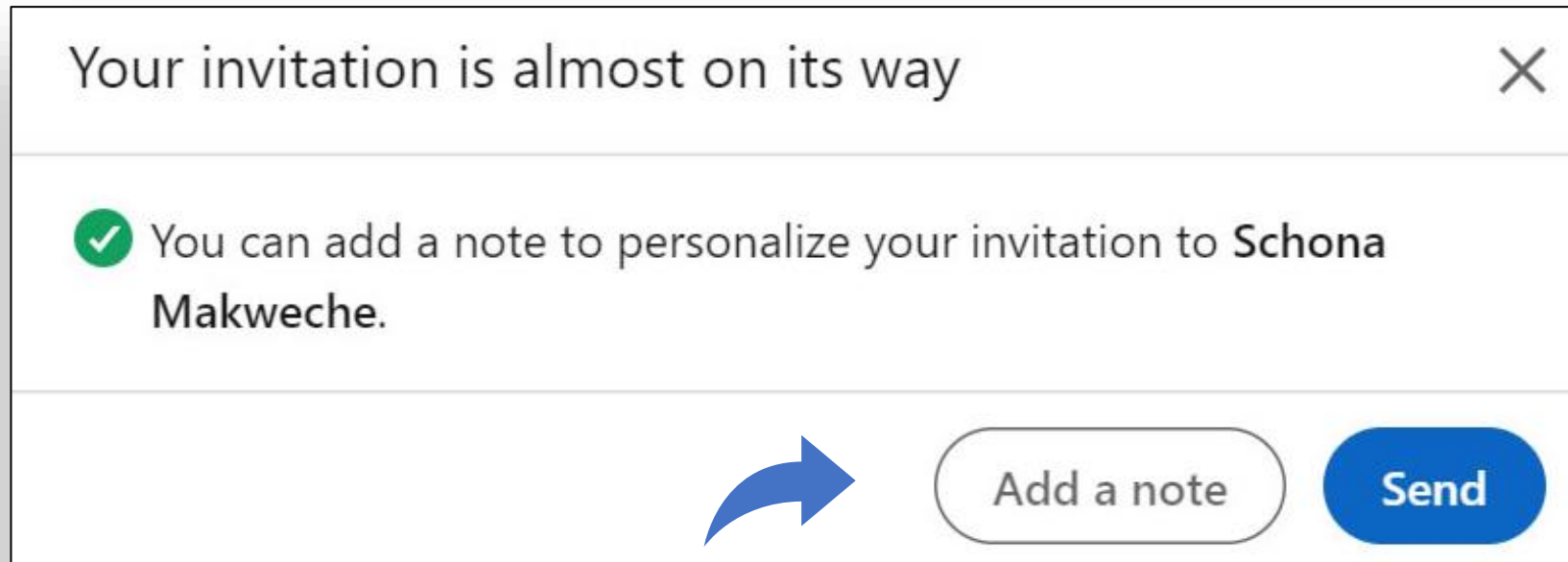
Connect



Paul Ashley Jensen · 1st
4 Accountants ● Prospecting Mentor 4 Experts -> so that the opportunities you want come looking for you on LinkedIn & In Person | Speaking Content Networking CRM | *Expert Prospecting Services*
Viewed 2d ago

Message

CONNECTION REQUESTS



**SADLY, RESTRICTED FOR FREE MEMBERS
BUT THERE IS A HACK!!**

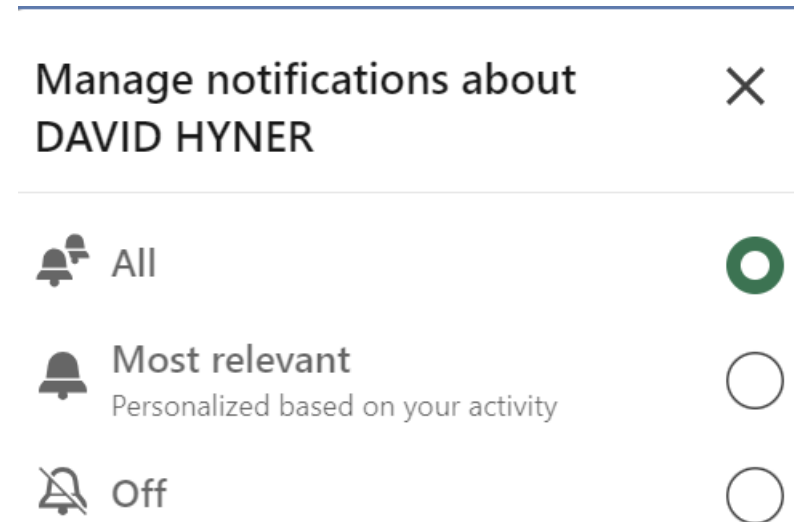
THE BEST UPDATE OF 2022

Notification Bell



Click Here

**You can do this for people you follow
as well as first line connections**



And there are options now

WHAT IS YOUR SEARCH NUMBER TODAY?

This is mine...

Analytics

👁 Private to you



544 profile views

Discover who's viewed your profile.



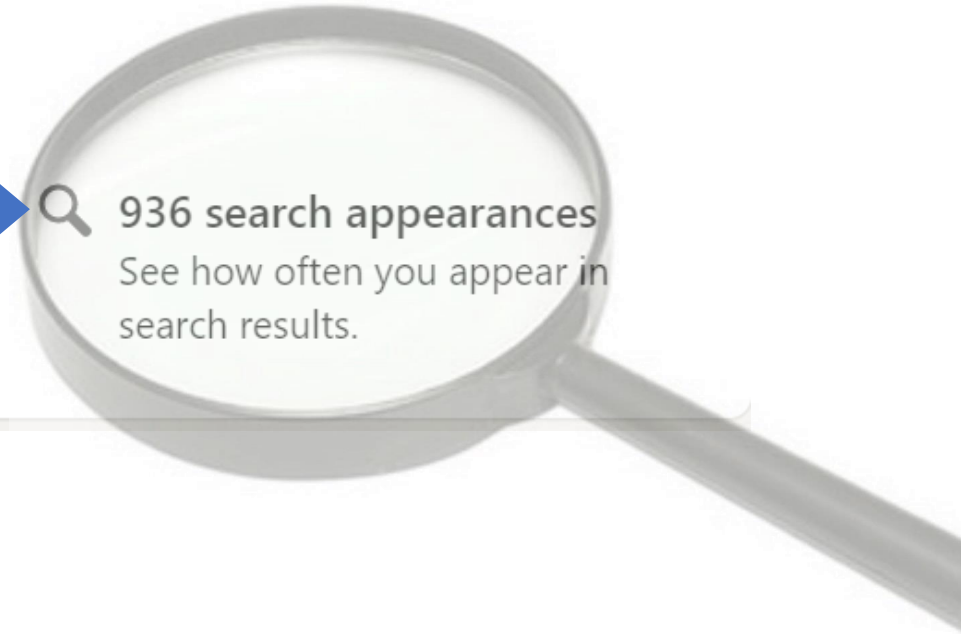
230 post impressions

Check out who's engaging with your posts.



936 search appearances

See how often you appear in search results.



How to engage, lets go
live again



Did you know that the LinkedIn App has a built in QR code and scanner?



TONY K SILVER
LINKEDIN PROFILER
LINKEDIN EDUCATOR &...



Please feel
free to scan
my code

BIG ISSUE WITH LINKEDIN
CURRENTLY



Adding a note to a connection request

Recently LinkedIn decided to do one of the worst things that I can remember
They are currently rolling out this BACKWARDS step

Standard users on LinkedIn (free) make up 60% of the current 1 Billion, but I think that you also need to consider that less than 40% are active and many premium accounts are paid for by the company and some rarely used and dormant.

But now if you are a free standard user, you will be restricted to at best 10 notes a month and will have only 200 characters against the 300 you had before and may be restricted to 1 a day.

Prior to this studies showed that 40% of people would delete a request without a note.

When the restriction hits you there will be a note telling you that premium members do not have this restriction!!!

I feel this is underhand, almost blackmailing people to paying to upgrade (which I feel is not worth it for most before this happened.

Adding a note to a connection request

Because I am so against this, I am opening up a link to a form where you can give them feedback

PRODUCT FEEDBACK FORM

<https://forms.microsoft.com/pages/responsepage.aspx?id=v4j5cvGGr0GRqy180BHbR9ANH674I7NCgT7IS8bVnjlUOUJLSEc4WEZJNEczNjU2VUJPTkJVUkpRMy4u>

SUGGEST AN IMPROVEMENT FORM

<https://www.linkedin.com/help/linkedin/solve/feedback>

LET US NOT FORGET
ABOUT HOUSEKEEPING!!





Tony K Silver
LinkedIn Profiler

**TONY K
SILVER**
LinkedIn Leadership

**HAVE YOU
RUNG MY
BELL YET?**



Thank your attention we will now break

Tony K Silver
LinkedIn Profiler

**TONY K
SILVER**
LinkedIn Leadership

