



**The Chamber of
Tax Consultants**



LinkedIn

Best practices

CA Jatin J Lodaya | 31 August 2018 (Friday) | IT Connect Committee

Venue:



H.R. COLLEGE
of Commerce & Economics

What, How, Why

- ❑ LinkedIn?
- ❑ Creating profiles
- ❑ Updating profiles
- ❑ Best practices
- ❑ Finding, connecting & networking
- ❑ Publishing blogs
- ❑ Hiring or finding jobs



Leveraging 'Social
Media'
for
Individual &
Organisational
growth

Building a strong & professional personal brand is not an option but a requirement

...

LinkedIn is one such option to build your brand
Enhance your credibility amongst your stakeholders
Establishes trust much faster
It is not what you know, but who you know!

Rationale

- ❑ More global, Lesser face-to-face interaction, higher centralisation, shrinking margins, higher client expectation
- ❑ Unprecedented amount of changes to the regulatory framework, higher automation, heightened competition
- ❑ Professional collaboration is the only way forward
- ❑ Connectivity via mobile networks, most having smart phones
- ❑ Enhance visibility, Expand reach, create a 'pull' factor
- ❑ Showcase talent (skills & services)*
- ❑ Search for potential employment opportunities
- ❑ Search for right candidates
- ❑ Mere emails / cold calls are not that effective as they were earlier
- ❑ Enhance Social media presence – various mediums but need unique space for professional connects
- ❑ Networking – with clients and like minded & differently skilled professionals
- ❑ Smoothen the growth trajectory

● * Subject to ethical standards laid out by any professional institutes such as ICAI..... ●

Demystify!



What's this 'LinkedIn'? Is that like FaceBook for old people?



someecards
USER CARD



IS NOT



**LINKEDIN FOR
PROFESSIONALS**

Reality

LinkedIn



Million strong community in India

Fact

As of January 2018, this number is 500 million plus



World's Largest

Professional Network

347+M

Members



2 New Members
per second



50,000 Posts
per week



Core Users: 30-49
Well Educated



39+M Students
& Recent Grads
(Fastest Growing)



(of US Internet Users)



200
countries
& territories

28% US Internet Users
70% Outside the US



44,000
daily mobile
job applications

Founded by
Reid
Hoffman

In December
2002,
launched in
May 2003

In December
2017
Microsoft
acquired
LinkedIn

What is LinkedIn?

LinkedIn is the world's largest professional network, with members from hundreds of countries and territories.

LinkedIn members are active, influential professionals in a business frame of mind. They use LinkedIn to learn about new products and services, keep up with industry trends, research companies, network with peers, and conduct business.

So whether your objective is to reach influential decision makers at companies or affluent consumers, advertising on LinkedIn is a great way to drive new leads to your company.

networking

Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit.

Leaders of every Fortune 1000 company is there on LinkedIn



4 OUT OF **5**

LinkedIn members drive business decisions



39%

of members are senior-level executives (and above)



28%

of members are responsible for managing budgets

40% of users earn more than US\$ 75K

Effective social media tool (business oriented)

Marketing
Advertising
Networking
Linked


• *Subject to ethical standards laid out by any professional institutes such as ICAI.....*

51% OF COMPANIES
ACQUIRED
A B2C CUSTOMER
THROUGH LINKEDIN

-LinkedIn

93% OF B2B
MARKETERS
CONSIDER LINKEDIN TO BE THE
MOST EFFECTIVE SITE
FOR **LEAD GENERATION**

-LinkedIn

LINKEDIN GENERATES
MORE LEADS
FOR B2B COMPANIES
THAN **FACEBOOK,**
TWITTER, OR **BLOGGING**
INDIVIDUALLY

-Inside View



LINKEDIN IS
RESPONSIBLE FOR
64% OF ALL
VISITS
FROM **SOCIAL MEDIA CHANNELS**
TO **CORPORATE WEBSITES**

-Econsultancy

 **50%**

OF LINKEDIN MEMBERS REPORT THEY ARE
MORE LIKELY **TO BUY FROM**
A COMPANY THEY ENGAGE WITH
ON LINKEDIN

-LinkedIn

80% OF
LINKEDIN
MEMBERS WANT TO
CONNECT WITH COMPANIES
TO ENHANCE THEIR
DECISION MAKING

-LinkedIn

LinkedIn Fosters Relationships

LinkedIn is an online, interactive version of your professional network

Connect with colleagues of present and past to stay in contact and magnify your network reach with your contacts connections.

Ask for recommendations from peers that you've worked with.

Build your network by meeting people in groups you join.



what is
Linked in?



How to use

Linked in

my **Linked in** profile

Starting A LinkedIn Account

LinkedIn

Home

What is LinkedIn?

Join Today

Sign In

Get the most from your professional network

Re-connect



Find past and present colleagues and classmates quickly. LinkedIn makes staying in touch simple.

Power your career



Discover inside connections when you're looking for a job or new business opportunity.

Get answers



Your network is full of industry experts willing to share advice. Have a question? Just ask.

Ready to get started?

Join now

Basic

Free features

Add on features (at a cost)

Premium



Key features

Basic

- ❑ Build your professional identity on the web.
- ❑ Build and maintain a large trusted professional network.
- ❑ Find and reconnect with colleagues and classmates.
- ❑ Request and provide recommendations.
- ❑ Search for and view profiles of other LinkedIn members.
- ❑ Receive unlimited InMail messages.
- ❑ Save up to three searches and get weekly alerts on those searches.

Premium

- ❑ Get hired and get ahead with Premium Career.
- ❑ Generate leads and build your clientele with Sales Navigator.
- ❑ Find and hire talent with Recruiter Lite.
- ❑ Get detailed business insights and expand your business with Premium Business.
- ❑ Improve your existing skills and learn new ones with LinkedIn Learning.
- ❑ Get remuneration details with LinkedIn Salary



- ❑ Advanced features
- ❑ Comes at a cost (first month trial is free)
- ❑ Talent professionals/Recruiters, Job seekers, Sales professional
- ❑ Complete access to competitor data, industry news, analytics
- ❑ Search filters
- ❑ More search results
- ❑ More saved searches
- ❑ Reference searches
- ❑ InMails – send private messages to 2nd / 3rd level (outside network) – more effective than emails / cold calls
- ❑ On-demand learning
- ❑ Remuneration details
- ❑ More introductions (through your existing connections)
- ❑ See full profiles of 1st, 2nd, & 3rd degree connections
- ❑ Open profile – people outside your network can message you
- ❑ Gold badge (next to your name) – differentiates from others

Charges for using LinkedIn

- ❑ Most of LinkedIn's users engage only with the social network's free features, which include the ability to post a career profile, connect with colleagues and do some limited searching for other people.
- ❑ Some power users, however, pay extra for better visibility, email and search tools that can help them find jobs, identify hiring prospects or generate business leads.
- ❑ LinkedIn Premium is offered in four tiers, ranging from \$29.99 for job seekers, \$47.99 per month for Business, \$79.99 per month for sales professionals, and \$99.95 per month for recruiters.*
- ❑ Subscribers say the service is well worth the money, especially with new features and improved access to data, analytics and training.
- ❑ The Premium account acts as a sort of exclusive club for job seekers, recruiters and sales professionals and for which they do not mind paying fees. Some LinkedIn users quickly decide to return to the free version, but many others continue to pay for LinkedIn Premium even after they accomplish specific goals.

** Rates, subject to revision and monthly rates vary if paid annually*

LinkedIn Learning

- ❑ Unlimited access to 6,000+ expert-led courses
- ❑ Topics include: finance & accounting, leadership & management, software management, data science, business software & tools, project management, small business & entrepreneurship and many more
- ❑ Cancel anytime, and the first month is free (thereafter a fee of at least Rs 1,400 per month, cancellable on choice)
- ❑ Earn a certificate when you complete a course
- ❑ Receive course recommendations tailored to you
- ❑ Use project files and quizzes to practice while you learn
- ❑ View courses on-demand / anytime on your computer or smart devices

LinkedIn Salary



- ❑ LinkedIn Salary, a service launched in November 2016, to track and analyze salaries globally
- ❑ Included with all four versions of LinkedIn Premium
- ❑ LinkedIn has tapped into its humongous network of millions of members to provide deep insights into the compensation landscape. This includes anonymised salary, bonus, and equity data for specific job titles, and the different factors that impact pay such as years of experience, industry, company size, location, and education level – all of which becomes critical knowledge as you navigate your career.
- ❑ Job seekers can see how they stack up against other potential applicants using LinkedIn Salary. A good tool for recruiters too.
- ❑ Professionals can view more unique and timely data on specific businesses, including trends in headcount, geographic expansion, employee turnover and other information useful for competitive analysis.
- ❑ Subscribers who may not actively be seeking a new job could uncover gaps in pay for their profession and use data from LinkedIn Salary to negotiate a better salary in their current position.

LinkedIn has recently signed an agreement with the Indian HRD (Human Resource Development) ministry in order to help create more job opportunities for Indian students. LinkedIn's 'Placement' platform will be adopted by all AICTE (All India Council for Technical Education) affiliated colleges, and claims to provide a level-playing field for all students.

If you want to use social media but at a lower cost

For social-media sites such as Twitter or Facebook, advertising pays the bills and users are hardly ever charged for anything.



Which social media?

FACEBOOK VS LINKEDIN ON B2B MARKETING

TARGET AUDIENCE

Facebook has a bigger gathering of people and can furnish B2B promoters with a greater number of impressions

ADVERTISING FEATURES

One can refine the target based on age, gender, field, location, interests, demographics, professional titles, etc.

TYPES OF ADS

There are variety of options for types like images, videos, carousels, etc.

FB AND LINKEDIN ALGORITHMS

In case you are running an ad for video/image views, Facebook will upgrade to get you more video/image views.

ENGAGING AUDIENCE

Engaging audience on Facebook can be very easy and won't take much time

LinkedIn, on the other hand, can only reach a limited amount of professionals.

LinkedIn also has such features and there are options for targeting based on Company name, Company size, Industry, Followers, etc.

LinkedIn can have very limited resources in terms of showing creativity

LinkedIn doesn't have such advanced algorithms

Engaging audience on LinkedIn is very time consuming and take a lot of efforts.

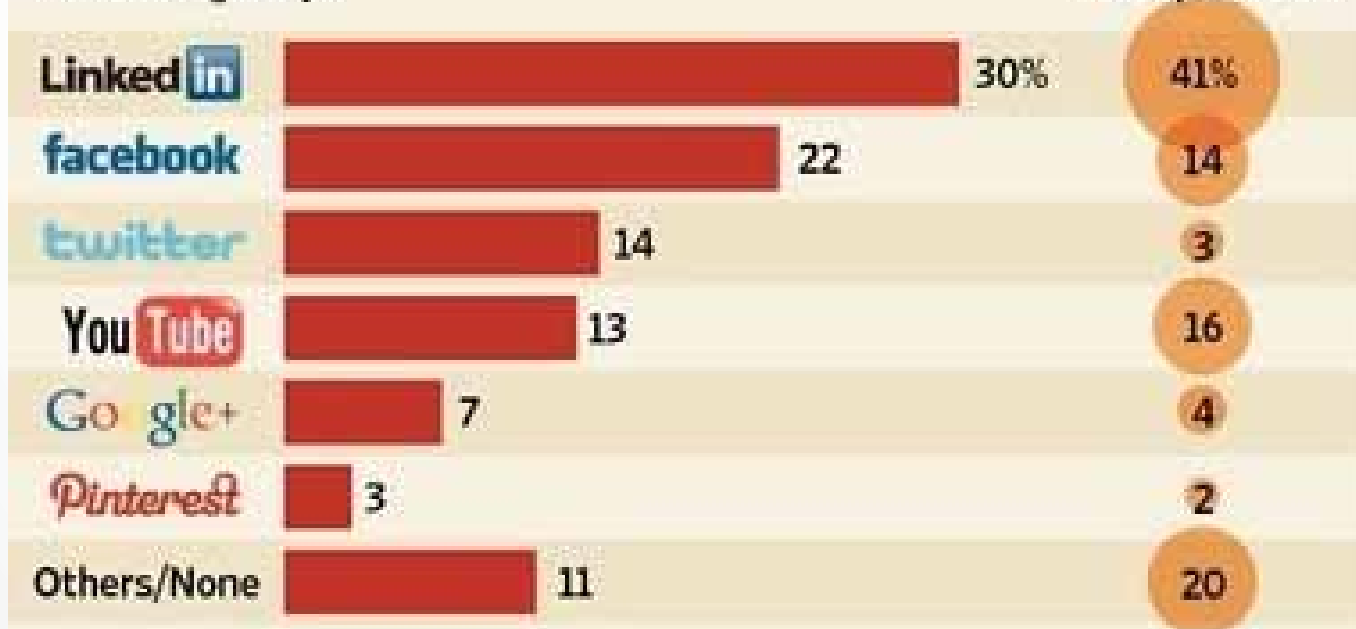
LinkedIn is the preferred option

Use vs. Usefulness

Small-business owners said in a survey that LinkedIn was the social-media tool with the greatest potential to help their firms. Twitter was viewed less favorably.

Which of the following social media tools does your firm use regularly?

Which has the most potential?



Login

To join LinkedIn, sign up below...it's free!

First Name:

Last Name:

Email:

Password:
6 or more characters

By clicking Join LinkedIn, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#)

[Join LinkedIn](#)

Already on LinkedIn? [Sign in](#)

*Save time by using your
Facebook account to sign up
for LinkedIn.*

 [Sign up with Facebook](#)

[Home](#) [What is LinkedIn?](#) [Join Today](#) [Sign In](#)

Sign in to LinkedIn

Email address:

Password: [Forgot password?](#)

[Sign In](#) or [Join LinkedIn](#)



Keywords

Privacy settings

Publications & media

REAL name

Summary

RECENT photograph

Work Experience

Recommendations

Headline



Academics

Skills

Your profile

is the key to your success on LinkedIn because it is central to all of your activity on the platform.

LinkedIn is the place to not only find others but also to be found. And that is why you need a profile that not only helps you get found but also will entice people to contact you once they view your profile.



The first thing that someone does when they want to learn more about you is Google your name. Your LinkedIn profile shows up at the top of the search results and is often the first thing they will click on to learn more about you. That means your LinkedIn profile is often your very first online impression. Hence, having a compelling and professional profile is critical to your success on LinkedIn.



Action



- ❑ Revisit your LinkedIn profile / create one [hint: turn off your notifications (especially if you are revamping your LinkedIn profile)]
- ❑ Make your profile look more dynamic and authentic such that it attracts other stakeholders to your offerings
- ❑ Go through your professional contacts (hint: skim through business cards, email box) – SEND THEM LINKEDIN INVITES, Start collaborating, build meaningful connections that translate into measurable results (hint: you can directly import your email contacts) [Research, Plan, Connect]
- ❑ Recollect all your school & college friends and search for them – RECONNECT via Facebook, LinkedIn
- ❑ Go through LinkedIn suggestions and engage with relevant people + participate in relevant groups (enhance visibility)
- ❑ Share views through regular posts – create recall value
- ❑ Start building RELATIONSHIPS and not mere CONNECTIONS
- ❑ Approach should be “there problems, my / our solutions”



Best practices

- ❑ Professional photograph (14x)
- ❑ Optimise 120 characters for a catchy headline
- ❑ Optimise 2000 characters for a comprehensive summary (who you are, skills, passion – all in brief), preferably ending with your email ID if you want your profile readers to connect directly. Also note that the entire summary is not visible on screen, hence leverage the space to highlight the key elements first.
- ❑ Work experience – optimise 2000 characters by providing brief about the organisation, key accomplishments preferably with KPIs, usage of keywords, use first person language
- ❑ Education – emphasis upon awards, committees, clubs, sports activities (go-getter, extrovert, strong communication skills)
- ❑ Volunteer experience

Some (more) best practices

- ❑ Personalise URL
- ❑ Skills endorsement, highlight top 3 skills on top
- ❑ Multimedia content – images, videos, presentations
- ❑ Publications (7x), Certifications (5x)
- ❑ Optimise 300 characters for personalising connection invites
- ❑ Keywords (help you get found in certain searches)
- ❑ You can set parameters on how you wish to be contacted
- ❑ CTA – Call to Action
- ❑ If you have a firm/company profile then link the same to your personal profile
- ❑ Disclose enough for others to get interested and thereby connect with you (hint: hook)



Some (more) best practices

- ❑ Small talk helps before jumping into sales pitch. Check out their profile and appreciate (as part of your request) any particular aspect which you find of interest for connecting.
- ❑ A courtesy thank you message (along with reiterating your purpose for connection) will go a long way after your request has been accepted.
- ❑ Go slow with new connections.
- ❑ Do endorse people whose work and ethic you know & respect.
- ❑ When writing recommendations, take an extra moment to be thoughtful & specific.

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VERY LOW
ENGAGEMENT

VERY LOW
ENGAGEMENT



The best time to post is between 7:30-8:30 am, and between 5-6 pm.



Businessmen are most likely to read LinkedIn in the morning like the newspaper.

*Quick
Tip:*

While LinkedIn is more professional, the best times to post are still before and after work.

Blogs



- ❑ Share posts related to work, career only – stay professional
- ❑ Be brief in your posts – content quality will attract the traffic on your profile
- ❑ At least one update a day will help to create a recall value and thereby generate regular eyeballs
- ❑ You can feed from Twitter, but no further engagements can be done within LinkedIn. More so, sending all or most of your tweets into LinkedIn can get annoying for your connections!
- ❑ Participate in Groups as it will raise your profile and visibility and establish you as a thought leader in your area.

LinkedIn Posts

More Than a Blogging Platform

Blogs

- ❑ Remember that your blogs can only be seen by your connections. More so, no notification is sent to the connections about your new posts. So you cannot optimise / manage your blog on LinkedIn. So rather have your own web site where the traffic could be multifold.
- ❑ You only gain SEO (Search Engine Optimisation) benefits and increased traffic if you publish articles or blog posts on your own website.
- ❑ It should be noted that if you publish the same article word-to-word at two or more locations and if Google detects dual content on the web it will penalise the website where the offending content appears last. Hint: Create a short introduction piece to publish on LinkedIn, then add a “read more” link that takes the reader to your website for the rest of the article.

Searching for jobs?

- ❑ Privacy settings [hint: turn off your notifications (especially if you are updating your LinkedIn profile)]
- ❑ Job seeking preferences
- ❑ Jobs / Companies you may be interested in
- ❑ Apply directly through LinkedIn
- ❑ Keywords (in headline, summary, work experience)
- ❑ Volunteering experience
- ❑ Test scores (especially for first time job applicants)

Approach – some suggestions

- ❑ Compartmentalised resume – share highlights, avoid details (hint: use the “hook technique” - create that urge to know more)
- ❑ Contact details (phone number, email ID, LinkedIn direct messaging)
- ❑ Upload images, write text, upload hyperlinks
- ❑ Skills inventory
- ❑ Recommendations – Give & Ask
- ❑ Go through the Company profile on LinkedIn
- ❑ Like, Comment, Share
- ❑ Connect with the recruitment team; if required search for them
- ❑ Pre-populated connection messages – optimise 300 characters to personalise it!
- ❑ Follow up

Challenges

- ❑ Fake IDs
- ❑ Blurred profile photos or no photos
- ❑ Poor usage of English
- ❑ Abandoned profiles
- ❑ Limited information to validate
- ❑ Incomplete profile (genuine instances are missing out on opportunities)
- ❑ Multiple intra-day updates / direct link with twitter
- ❑ Irrelevant posts
- ❑ Too many connects with co-workers
- ❑ You cannot share passwords merely for blogging
- ❑ Premium version is chargeable

ICAI guidelines on advertisement

- ❑ Any 'write up' must be presented in such a manner as to maintain the profession's good reputation, dignity and its ability to serve the public interest.
- ❑ Contents of the 'Write up' are true to the best of their knowledge and belief. ICAI does not own any responsibility whatsoever for such contents or claims by the Writer Member(s) / Firm(s).
- ❑ 'Write up' means the setting out services rendered by the Members or firms and any writing or display of the particulars of the Member(s) in Practice or of firm(s) issued, circulated or published by way of print or electronic mode or otherwise including in newspapers, journals, magazines and websites (in Push as well in Pull mode).

For reference purposes only, as these guidelines would be applicable for social media in absence of specific guidelines

[Source: <https://resource.cdn.icai.org/8898adv.pdf>]

ICAI guidelines on advertisement

- ❑ The write-up should not be false or misleading and bring the profession into disrepute.
- ❑ The write-up should not claim superiority over any other Member(s)/Firm(s).
- ❑ The write-up should not be indecent, sensational or otherwise of such nature which may likely to bring the profession into disrepute.
- ❑ The write-up should not contain testimonials or endorsements concerning Member(s).
- ❑ The write-up should not contain any other representation(s) that may like to cause a person to misunderstand and/or to be deceived.
- ❑ The write-up should not violate the provisions of the 'Act', Rules made there under and 'The Chartered Accountants Regulations, 1988'.
- ❑ The write-up should not include the names of the clients (both past and present)
- ❑ The write-up should not be of font size exceeding 14.
- ❑ The write-up should not contain any information other than stated in Para 3 (see next slide) of the guidelines.
- ❑ The write-up should not contain any information about achievements / award or any other position held.
- ❑ The particulars of information required at para (ii) of 3(A) and para (ii) of 3(B) above is mandatory i.e. membership number and firm's registration number.

ICAI guidelines on advertisement

For Members

- (i) Name Chartered Accountant
- (ii) Membership No. with Institute
- (iii) Age
- (iv) Date of becoming ACA
- (v) Date of becoming FCA
- (vi) Date from which COP held
- (vii) Recognized qualifications
- (viii) Languages known
- (ix) Telephone/Mobile/Fax No.
- (x) Professional Address
- (xi) Web
- (xii) E-mail
- (xiii) CA Logo
- (xiv) Passport size photograph
- (xv) Details of Employees (Nos. -)
 - (a) Chartered Accountants -
 - (b) Other Professionals –
 - (c) Articles/Audit Assistants
 - (d) Other Employees
- (xvi) Names of the employees and their particulars on the lines allowed for a member as stated above.
- (xvii) Services provided
 - (a)
 - (b)
 - (c)

For Firms

- (i) Name of the Firm Chartered Accountants
- (ii) Firm Registration No. with Institute
- (iii) Year of establishment.
- (iv) Professional Address(s)
- (v) Working Hours
- (vi) Tel. No(s)/Mobile No./Fax No(s)
- (vii) Web address
- (viii) E-mail
- (ix) No. of partners
- (x) Name of the proprietor/partners and their particulars on the lines allowed for a member as stated above including passport size photograph.
- (xi) CA Logo
- (xii) Details of Employees (Nos. -)
 - (a) Chartered Accountants -
 - (b) Other professionals –
 - (c) Articles/Audit Assistants
 - (d) Other employees
- (xiii) Names of the employees of the firm and their particulars on the lines allowed for a member as stated above.
- (xiv) Services provided:
 - (a)
 - (b)
 - (c)

ICAI guidelines on websites

- ❑ Name, year of establishment, qualifications, age, address, contact details (phone number, email address)
- ❑ Web site address can be stated on business correspondence. No solicitation to visit website.
- ❑ Passport size photo can be showcased
- ❑ Job vacancies can be stated
- ❑ Can give hyperlinks to ICAI, other professional bodies, government sites
- ❑ Can showcase articles, professional information/updation, matters of larger importance/interest
- ❑ Bulletin boards, chats, online guidance to clients are permissible
- ❑ Website updation date to be mentioned

● [Source: <https://resource.cdn.icai.org/39896esb191115.pdf>]

For reference purposes only, these guidelines are not relevant for social media. Refer guidelines for advertisement.

ICAI guidelines on websites

- ❑ No specific format/template, colours prescribed
- ❑ Individual / trade name only permitted, no logos
- ❑ Certain details to be made available only on PULL basis and not PUSH basis (nature of services/assignments, area of experience – partners, staff members; number of articled clerks, number of clients handled)
- ❑ No advertisement, solicitation of business
- ❑ No showcasing of clients, fees (unless regulatory)
- ❑ ICAI has clarified that, students who are still pursuing the Chartered Accountancy course are not allowed to use the word 'CA' in their name in Social Networking sites such as Facebook, Google+ etc. Using these credentials in emails is also prohibited. This restriction is applicable only to CA Students. Qualified CA Professionals are free to use is.

● [Source: <https://resource.cdn.icai.org/39896esb191115.pdf>]

● *For reference purposes only, these guidelines are not relevant for social media. Refer guidelines for advertisement.*

Summary

- ❑ LinkedIn is a social network that's all about professionalism and goal oriented behavior
- ❑ Quality over quantity
- ❑ Showcasing tool – of your brand
- ❑ Excellent professional networking tool – B2B, B2C
- ❑ Partnering – cross functional, cross border, cross selling
- ❑ You can say NO to certain invites (no reverse intimation will be sent)
- ❑ Personalise your communications
- ❑ Job search tool
- ❑ Not ideal for blogging
- ❑ Check messages regularly and respond promptly
- ❑ Review / update profile periodically





THANK YOU

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- ❑ FAFD - Forensic Accounting and Fraud Detection, ICAI
- ❑ AMP - Advanced Management Programme, ISB Hyderabad
- ❑ Accountant; Photographer (hobby to passion to professional); Road tripper; Mentor; Soft skills trainer, Contributor as travel blogger / planner; Contributor to financial literacy