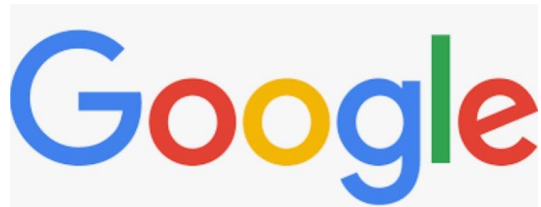


Building Your Personal Brand & Optimizing LinkedIn

Tawny Andrews



What do these companies have in common?



...They all have really well-developed brands! As soon as you see the logo, slogans, products, your experience with the company, etc. all come to mind immediately.

Your Personal Brand Can & Should be the Same Way

- Ask yourself these questions:
 - What do I **care** about?
 - What are my **goals? Aspirations? Passions?**
 - What do I want people to know about me when they first meet me or hear about me? (Like those companies, what values do I want others to associate with me?)
 - How can I provide **value** to others?
- Key parts of building your personal brand on LinkedIn:
 - Developing genuine, lasting connections with your network
 - Consistently engaging with the community
 - Creating content that promotes/supports the ideals of your personal brand, and provides value

Developing Genuine Relationships with Your Network

- Always send personalized connection requests. You have 300 characters to make your connection request stand out from the rest, and lead into super meaningful conversations!



Maximillian Duran, M. A.

Regional Sales Manager at Cisco Meraki - We're Hiring

JUL 22



Tawny Andrews • 6:50 am

Hi Maximillian!

I hope you're doing well & staying healthy. My name is Tawny Andrews & I'm a second year computer science student at University of San Francisco. I saw that you also attended USF & currently work at Cisco Meraki. It would be great to connect with a fellow Don! (-:

Best,
Tawny



Sumer Sareen

Business Development Intern @ StashAway | Economics and CS @ Claremont McKenna College | Aspiring Product Manager

JUL 5



Tawny Andrews • 7:08 pm

Hi Sumer! Loved your recent post & can definitely relate to getting overwhelmed from "biting off more than I can chew", so your post was a great reminder to be conscious of my limits/well-being while I take on work haha. Looking forward to connecting + following your journey (-:

Developing Genuine Relationships with Your Network

- *(Especially for students reaching out to professionals or other students)* After they accept your connection request, reach out to set up a **phone chat/virtual coffee chat** with them if you're interested in hearing about their perspective, experiences, advice, to discuss common interests, etc.
 - Doing this is a great way to establish stronger relationships with your connections & mutually provide value!



Tawny Andrews • 12:58 pm

Hi Eli,

Thanks for connecting! I'd love to hear a little more about your career story if you're interested in sharing. Coming from USF, I know that it can definitely be hard to get your foot in the door at companies sometimes, so any advice you have from your personal experience navigating that would be great to hear, especially since I'm in the middle of my internship search right now haha.

Additionally, I'm really interested in hearing more about your time at Demandbase so far, as the company's work in ABM is super impressive and appeals to me. If you have any time over the next week or so, please let me know if you'd be available for a quick chat! I really appreciate your time & advice in advance. (:

Thank you so much!

~ Tawny

Create Content!

- “Of the 500 million total LinkedIn users and 250 million monthly active users, only 3 million share content on a weekly basis – just a touch over 1% of monthly users”
(<https://foundationinc.co/lab/b2b-marketing-linkedin-stats/>)
- Creating content is an easy way to distinguish yourself from the crowd, better connect with others, and start meaningful conversations

How to Write a LinkedIn Post

- Common Types of Posts:
 - Stories
 - Observations
 - Workshops/Events
 - Accomplishments/Announcements
- Post Structure:
 - 1: Story/Anecdote
 - 2: Climax
 - 3: Takeaways
 - 4: Thank Yous/Question/Tags
- *Pro-Tip: reply to comments @ peak times (typically in the mornings starting at 8am & after the typical work day around 5pm) to maximize reach & engagement with LinkedIn's algorithm*

Good LinkedIn Post Examples



Ofek Arush • 2nd
CEO & Co-Founder at Quokka Brew
1d • Edited • 🌐

After graduating from UC Berkeley in May, I took a risk.

I turned down my full-time job offer and began working full time with [George Passantino](#) and [Kevin Borgh](#) on our company, [Quokka Brew](#) - the first Caffeinated Jitterless Coffee. Quokka had enough potential for me to justify this, but not enough for others to consider me "sane". We launched the pre-order campaign for our oat milk lattes, and are above \$47k in pre-orders in less than 3 weeks!

Following your dream involves many ups and downs and a lot of uncertainty, but at the end of the day, it leads to an incredible sense of fulfillment.

The biggest lesson I learned is that you never know what's good or bad. Instead of viewing situations as positive or negative, simply look for opportunities in between the lines and keep on persisting through.

Thank you everyone for the incredible support, [#GoBears](#) and [#QuokkaToTheMoon](#)!

Here's the link to our live campaign: <https://lnkd.in/df6hMrJ>

Huge shoutout to [Gabriel Bloch](#), [Miguel Sanchez](#), [Sahil Gupta](#) for working to help make this happen!!



Anastasia Ecin • 1st
Internship Program @ Tesla | Recruiter | Program Management |
Aspiring Product Manager
1w • Edited • 🌐

Hi LinkedIn!

Working at Tesla and Salesforce, I have experienced imposter syndrome.

There have been several times when I was in a room with someone, only to realize "holy shit this person is going to change the world."

Truth be told, I was intimidated by these people. They were smart and more accomplished than me.

But, when I had the opportunity to work with them, I realized that their Manager, Director, VP, and CEO titles were literally just that — a title.

Not to belittle the work that goes into acquiring these titles, but at the end of the day, these executives are people too, with hobbies and pet peeves.

Overcoming this intrinsic fear of titles, I now look up to leaders as my allies who support both my personal and professional journeys.

Being an intern or entry level employee doesn't make you any less valuable.

Remind yourself...

1. Your perspective is fresh, young, and unbiased
2. Your energy to execute is contagious
3. You're quick to adapt to challenges and feedback
4. Your collaboration skills drive teamwork

What superpower skills do you think young employees have?

[#careers](#) [#intern](#) [#internship](#) [#recruiting](#)



2,818

157 Comments

Good LinkedIn Post Examples



David Zhou 🌱 • 1st

Program Manager Intern @ General Atomics | Co-Founder @ Product Buds | Product Management | Analytics & Data Science | Dec 2021 Grad
1mo • Edited • 🌱

👨👩👧👦 Growing up with immigrant parents I was always taught that everything can be accomplished through hard work alone. This was their story that they had grown up with, a reality that they lived out from the day they stepped foot in the US. I was told every action that we pursued was to have a defined impact or benefit to who I would be in the future. But I'm hoping to translate that into something new.

🗺️ As I continue on this personal journey I've realized that there's so much more to the idea of hard work than meets the eye. We should have a roadmap of sorts, a goal at the end, or a story we hope to tell at the end of the day - to our peers, kids, or even the generations after. As such, we should act as bridges between ideals - helping translate the language and stories of our parents and their parents into the world we live in now rather than reject what we've been told.

🏠 It's not every day that I'm able to reflect on who I am or where I come from but I hope that moving forward, through forming my personal brand and content creation I'll be able to be a living testament honoring what I've been taught from my culture and helping translate that for positive growth and change in the world we live in!

#DailyDavid #studentvoices #motivation #personaldevelopment



154

41 Comments



Matthew To • 1st

Program Management Intern at Google
6d • Edited • 🌱

Wrapping up my last day here as a BOLD Intern at [Google](#), it's been humbling to say this dream has come true!

In unprecedented times, I was challenged with a range of impactful projects given by my People Ops - Central Program Management team. Tapping cross-functionally into operations, analytics, core HR, and market research work!

From presenting to and learning from VPs, Directors, and Program Managers across Google to watching "The Internship", tuning into Intern events with celebrities/leaders, and yoga with dogs online! The last meeting with my team (pictured below) came with Noogler/Intern hats.

Throughout the ambiguity of a remote environment, this summer was filled with living in the moment and appreciating what we have rather than what we don't.

I'm proud to see this company that is not afraid to seek change for social injustice and invests in equity for all.

A last thank you to my host [Mitchell](#), my team, [Emani Holyfield](#), and the intern programs team for making this happen when it could have easily been taken away this summer.

Just getting started in my career, see you soon Bay Area!

-

#googlestudents #intern2020 #google

Content Creation Tips

- Write about what you know + are passionate about. Don't create content that you *think* people want to see. Genuine content is always better received & better for you too!
- Be **conversational**. Your content should be easy to digest (as in reading level) and something that you could actually envision yourself saying in a conversation with someone in person.
- Be **consistent**.
- Provide **value**. It's great to post about accomplishments & achievements, but to make your post even more meaningful + useful for your network include lessons learned, advice, etc. from your experience

How do I get started? (without writing your own post)

- **Engage with others' content!** One of the easiest ways to get started with creating content is adding on to the posts you see/find in your feed. If you see a post that catches your eye, resonates with you, provides insight in some way, etc., let the creator know!
- By intentionally engaging in a meaningful way, you're beginning to showcase your personal brand/views, and develop good relationships with other creators



Alvin Meledath 🌟 • 1st
Community Lead @ Wonsulting | Learning Champion @ LinkedIn |
Advocate For Supporting Communities & Spreading Kindness |...

I help others, because I wish that someone helped me too when I was helpless and confused.

I've struggled to find mentors and knowing what's the right direction for a long time of my life. Being overseas I wish I knew what books to read and what "better" means to not be lost in the crowd.

Yesterday in my conversation with [Justin Nguyen](#) he mentioned how he built out [Declassified College Podcast](#), because having parents that were refugees and not too many people to look to for advice, he wanted to create an outlet that helped college students know they can do what they put their mind too with a little bit of direction.

I celebrate lea
others find th

Have you

Let's help eac

#winwithviv
#growth #its

899



Heidi Chen • 1st
Digital Strategist • Empathy-Driven • Always Learning • #heidivelo...

Thanks for sharing [Alvin Meledath](#) 🌟 - your content never fails to encourage others. As to your questions, I definitely felt helpless multiple times - but that was because I did not reach out. Would not trade those experiences for anything else because it taught me to seek help (through searching or simply asking)!

4 Likes | 1 Reply



Alvin Meledath 🌟 **Author**
Community Lead @ Wonsulting | Learning Champion @ Linke...

Appreciate your kind words [Heidi](#) and all that you do to support and help others too. I totally agree asking for help can be such a powerful way to get help we often try to deal with all our problems on our own and that is sometimes what hurts us in a way. Thank you for sharing!

1 Like

Summary

- Just like well-branded companies, your personal brand revolves around your values, passions, & how you want to impact others
- Developing & maintaining genuine connections with the people in your network is a great way to mutually provide value/learn, open doors for opportunities, etc.
- Consistently engaging with others' content & creating your own content is a great way to boost your personal brand
 - Having a strong connection with your network is the best way to increase engagement on your posts!
- **Challenge:** Write a post on LinkedIn about something you're passionate about, learned recently, takeaways from something, etc. 🚀 🌟