

PARTYSLATE

Digital Day



**LinkedIn 2.0:
The Power of Digital Networking**

Agenda

- **Optimizing your LinkedIn profile**
- How to grow your digital network
 - Share and curate content
 - Use existing contacts
 - Other tools to try
- Your LinkedIn action plan

How to optimize your LinkedIn profile

You have a story to tell — a dynamic LinkedIn profile will help you build your personal brand.

- **Professional headshot:** 14x more views
- **Professional headline:** Include keywords for SEO
- **About:** Most overlooked but important
- **Featured:** Add recent posts and links
- **Experience:** List your experience in detail
- **Accomplishments:** Awards, publications
- **Affiliations:** Education, boards, associations

The screenshot shows a LinkedIn profile for Julie (Roth) Novack. The profile header includes a search bar, navigation icons for Home, My Network, Jobs, and Messaging, and a large banner image of a party event. The profile picture is a circular headshot of Julie. Below the profile picture are buttons for 'Add profile section' and 'More...'. The name 'Julie (Roth) Novack' is followed by a LinkedIn icon. The headline reads 'CEO & Co-Founder PartySlate :: Helping event professionals build their brand, share their work and grow their business.' Below the headline are two affiliations: 'PartySlate' and 'Kellogg Graduate School of Management'. The 'About' section contains a paragraph about Julie's role at PartySlate. The 'Activity' section shows four recent posts with their respective engagement metrics. The 'Experience' section lists her role as CEO and Co-Founder at PartySlate from January 2015 to the present.

in Search Home My Network Jobs Messaging

PS PartySlate
K Kellogg Graduate School of Management

Julie (Roth) Novack

CEO & Co-Founder PartySlate :: Helping event professionals build their brand, share their work and grow their business.
Greater Chicago Area · 500+ connections · Contact info

About

Julie Roth Novack is the CEO and Co-Founder of PartySlate, a digital platform that launched in 2015. PartySlate is a photo-rich marketplace for event professionals and party hosts. The platform is designed specifically for leading event professionals — a better way to showcase their work, build their brand, and drive more leads. For ... see more

Activity
8,378 followers Manage followers

so true -- love this video.
Julie commented

I'm leading this webinar for event professionals and venues on...
Julie shared this
1 Reaction

Please please postpone—don't cancel your event. Our industry is hurting righ...
Julie shared this
1 Reaction · 1 Comment

Advice on best way to postpone an event.
Julie shared this
5 Reactions

See all

Experience

PS CEO and Co-Founder
PartySlate
Jan 2015 – Present · 5 yrs 3 mos
Chicago, IL

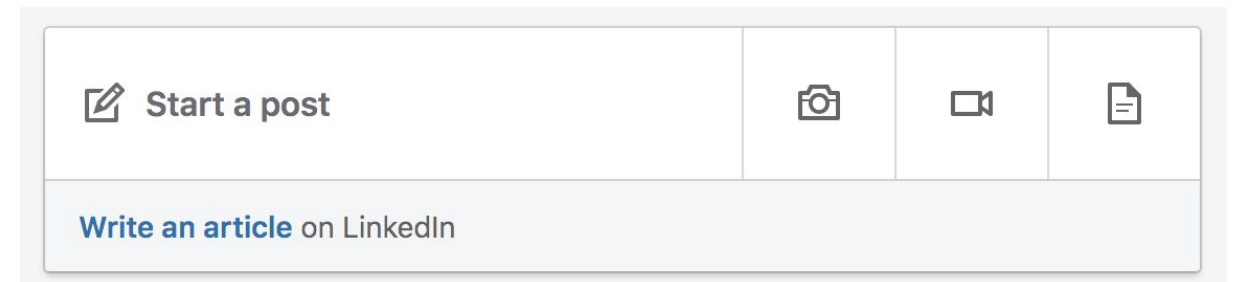
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Post content with a hook to drive engagement

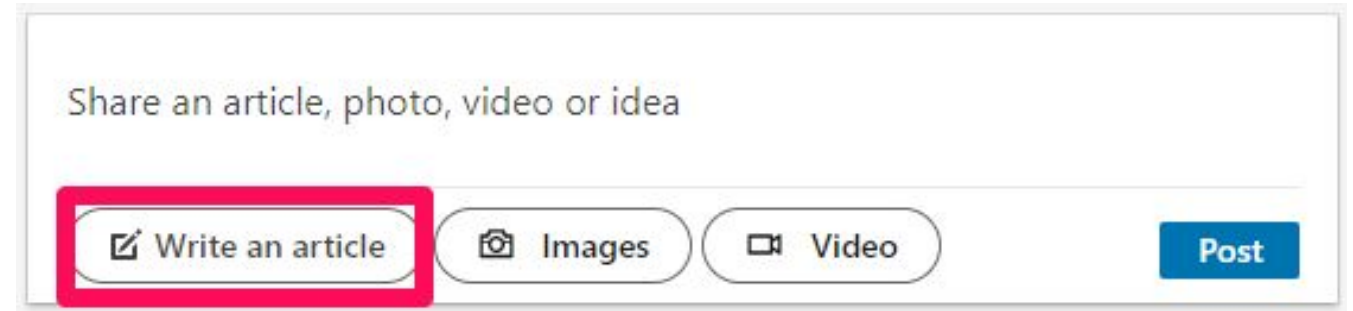
- Organic reach on LinkedIn is high **right now**
- Repost content from your connections
- Engaging posts are most important:
 1. Relatable stories
 2. Lessons learned
 3. Thought provokers
 4. Open-ended questions

LinkedIn has 250 million monthly active users, but **only 1%** are posting content on a weekly basis



Consider native content to boost engagement

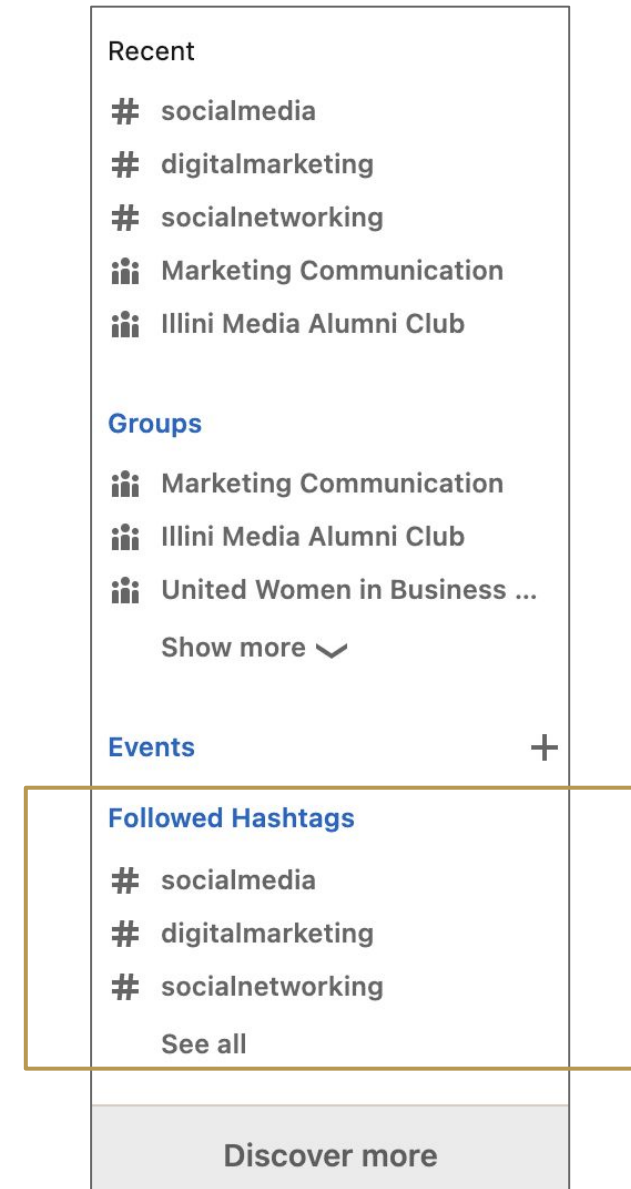
- LinkedIn rewards native posting of:
 - Articles
 - Images
 - Video



- Ideas for native posting:
 - Behind-the-scenes event set up
 - Interview passionate clients or creative partners
 - Preview the next big thing
 - Share a moment
 - Drop some knowledge

Don't underestimate the power of hashtags


- Make your content more discoverable
- Reach a larger audience, or target a specific audience
- Expand your network with greater reach
- Creating an original hashtag for a larger campaign
- Use hashtags in your profile or when leaving comments
- Follow hashtags related to your industry or brand
- Pin your favorite hashtags to your homepage — easier to find related content

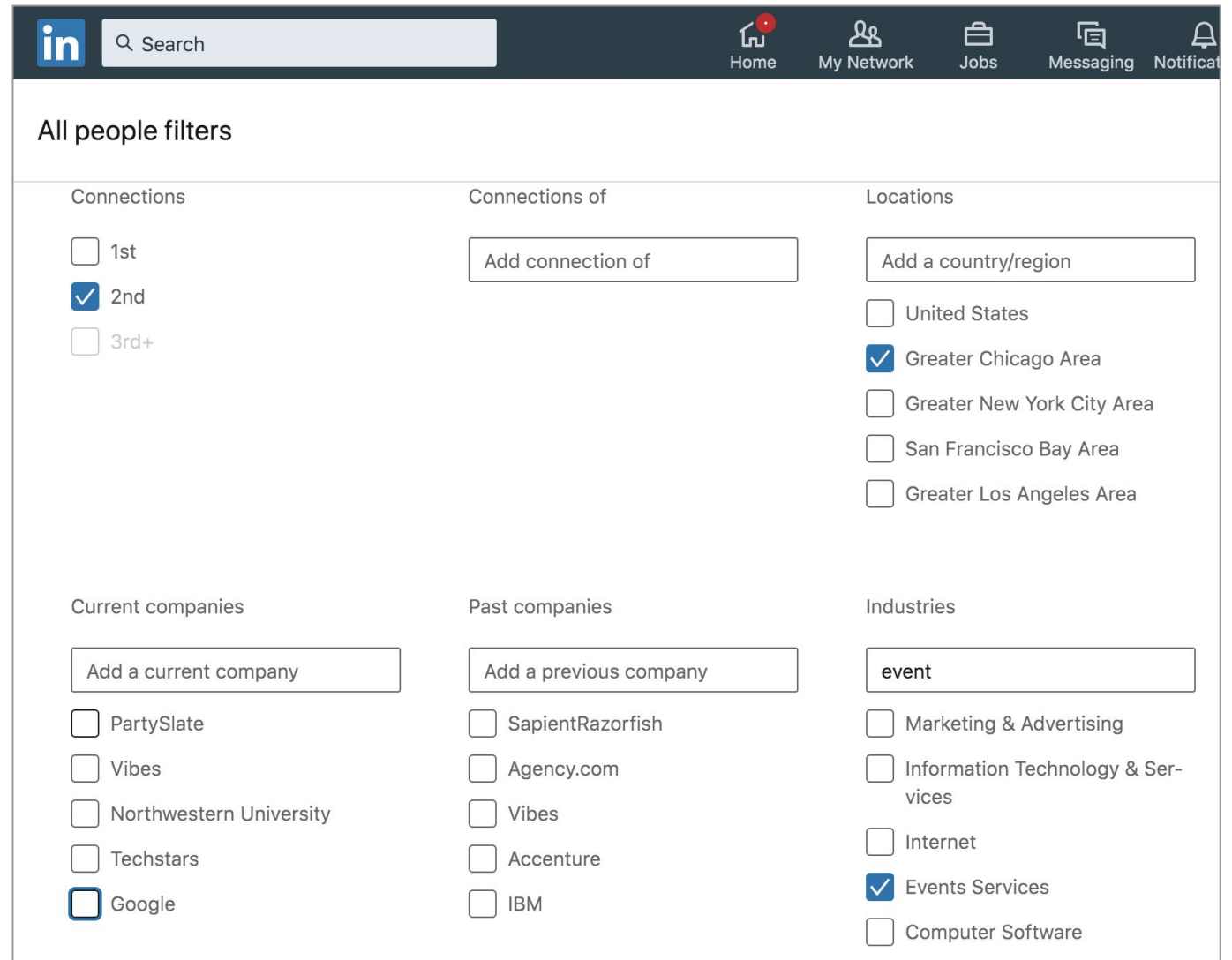


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Leverage your own contacts

- Import your contact list
- Use people search with filters 
- Set title to “owner”
- Write a personal note with your request to connect

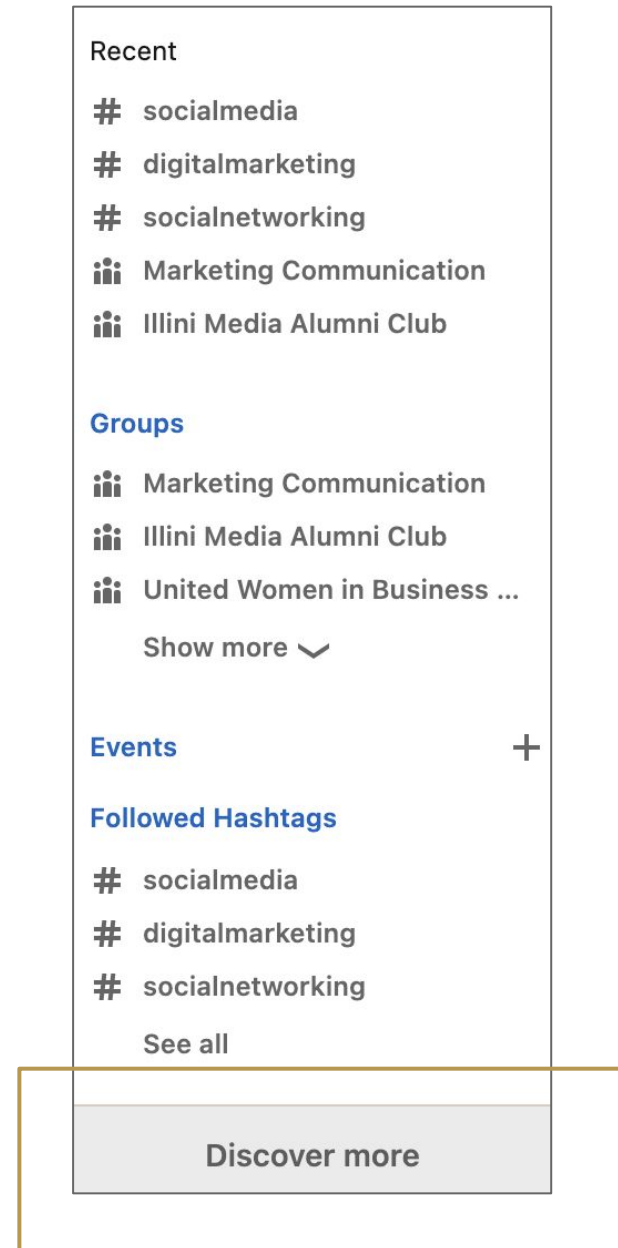
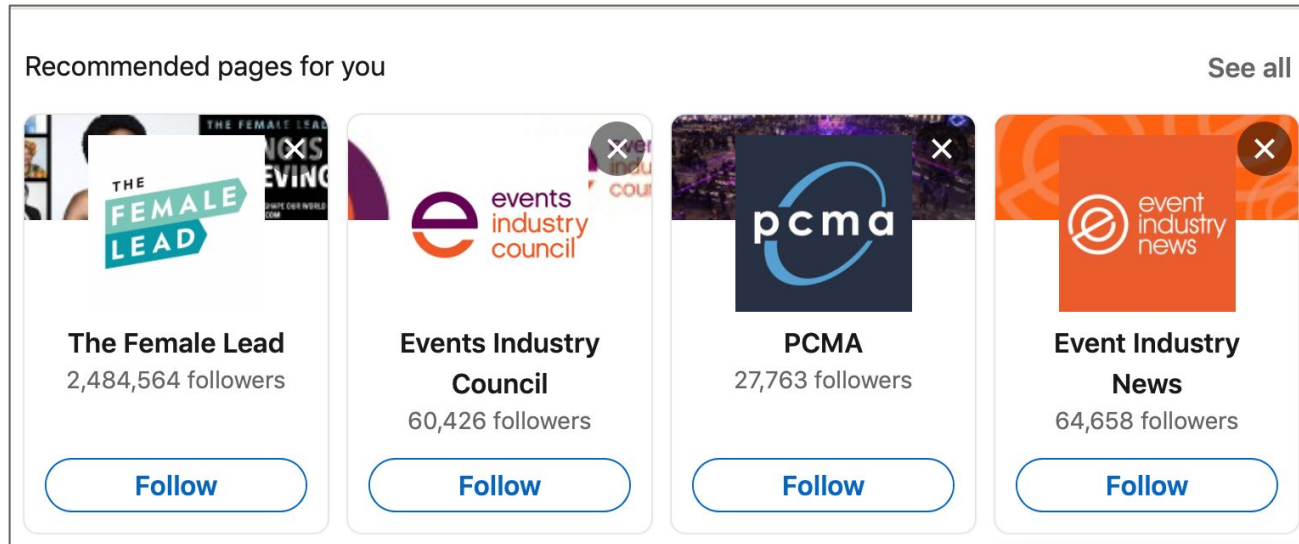


The screenshot shows the LinkedIn 'All people filters' interface. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, and Notifications. Below the search bar, the 'All people filters' section is organized into several columns:

- Connections:** Radio buttons for '1st', '2nd' (checked), and '3rd+'.
- Connections of:** An input field labeled 'Add connection of'.
- Locations:** Radio buttons for 'United States', 'Greater Chicago Area' (checked), 'Greater New York City Area', 'San Francisco Bay Area', and 'Greater Los Angeles Area'.
- Current companies:** An input field labeled 'Add a current company' and checkboxes for 'PartySlate', 'Vibes', 'Northwestern University', 'Techstars', and 'Google' (checked).
- Past companies:** An input field labeled 'Add a previous company' and checkboxes for 'SapientRazorfish', 'Agency.com', 'Vibes', 'Accenture', and 'IBM'.
- Industries:** An input field labeled 'event' and checkboxes for 'Marketing & Advertising', 'Information Technology & Services', 'Internet', 'Events Services' (checked), and 'Computer Software'.

Use the “Discover More” feature

- Find recommended and trending groups, profiles, and hashtags




Leverage the power of endorsements and recommendations


- Endorsements
 - When you list 5+ skills, receive 17x the profile views
 - Proactively give endorsements to build relationships
- Recommendations
 - Request and give recommendations
 - Personal way to build connections and trust

Skills & Endorsements Add a new skill


[Take skill quiz](#)


Digital Marketing · 99+

 Endorsed by **David Baker and 24 others** who are highly skilled at this


 Endorsed by **5 of Julie's colleagues** at Vibes


Digital Strategy · 76


 Endorsed by **Tracy Yedlin and 12 others** who are highly skilled at this

 Endorsed by **5 of Julie's colleagues** at Vibes

Mobile Marketing · 99+

 Endorsed by **David Baker and 11 others** who are highly skilled at this

 Endorsed by **11 of Julie's colleagues** at Vibes

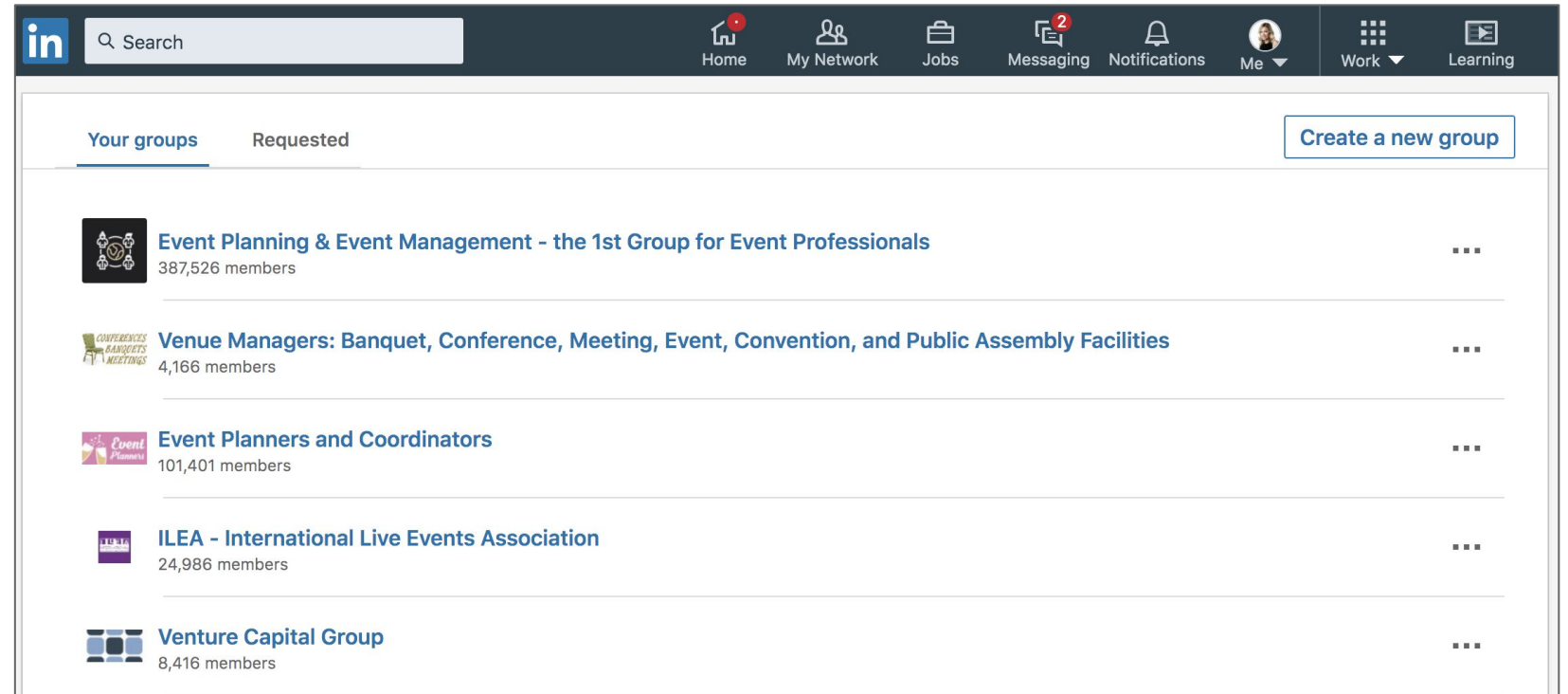
[Show more](#) 

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Create or join a group

- Search for groups that may be relevant to your business
- Get started by joining 2-3 groups
- Start an “engagement pod” to help boost your posts



LinkedIn Live Video

- LinkedIn Live Video allows approved members and organizations to broadcast live video content
- You must apply and be approved to have access
- LinkedIn Live videos receive an average of **24x more comments** than native videos produced by the same brand
- Things to consider:
 - To gain an audience, stream for at least 10 minutes — max stream time is 4 hours
 - Consider series-based content
 - Don't stream more than 1x a day
 - Avoid pre-recorded videos — use native video instead



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Your LinkedIn action plan

1. Optimize your LinkedIn profile page

- Outline your strategy for your personal brand
- Update your profile and post content to build your brand
- Don't forget underused areas, like "About" summary

2. Make strategic connections to build your brand

- Import your contact list and connect with people you already know
- Use filters to find and connect with new people to build your network
- Spend time using LinkedIn's research features to discover new connections

3. Post content to become an authority

- Post engaging content consistently
- Consider native posts
- Curate content from relevant sources

How We Can Help

- Review:
 - Your LinkedIn profile
 - Your website
- Build a free PartySlate profile

Up next:

Discovering Your Brand Differentiators as a Content Creator

The screenshot shows the PartySlate profile for the Four Seasons Resort Orlando at Walt Disney World Resort. The profile includes a search bar, navigation tabs for IDEAS, VENUES, and PROS, and a list of event categories like Weddings, Corporate Events, Birthdays, etc. The main content area features a large gallery image of a bride in a red dress, a 'REQUEST INFO' button, and a gallery of event photos. The profile also lists 22 event albums, 755 photos, and 35 pros who have worked at the venue. A 'Meet the Team' section highlights Laure Hitzig Clavette, the Catering Director, with a photo and a brief biography.

PARTYSLATE IDEAS VENUES PROS

Search photos, venues, professionals

Weddings Corporate Events Birthdays Baby Showers Fundraisers More Celebrations FOR PROS

VENUE
Four Seasons Resort Orlando at Walt Disney World® Resort
10100 Dream Tree Boulevard, Orlando, FL 328...
Max Seated: 600 Max Standing: 895

22 Event Albums
755 Photos
35 Pros worked with this venue

REQUEST INFO

Avg response time 2-4 hrs

Overview Gallery Videos Virtual Tour Event Spaces Team Pro Connections

There are 755 photos of real events and more at this venue - get ideas for your next event.

Four Seasons Resort Orlando at Walt Disney World® Resort Gallery

Real Events

All Events (22)
Weddings (16)
Rehearsal Dinners (1)
Kids Birthdays (1)
Dinner Parties (1)
Corporate Events (3)

Photo Albums
All Photo Albums (0)

Videos
All Videos (10)

Romantic White Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
4 photos

Enchanted Forest Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
5 photos

Social Events at Four Seasons Orlando
Dinner Party - Orlando, Florida
5 photos
Credited by Whitney Carillon Events

Stunning White Wedding at the Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
17 photos

Pretty in Pink Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
14 photos

Engage!! Market on the Lawn at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Corporate Event - Orlando, Florida
20 photos

Meet the Team

Laure Hitzig Clavette
Catering Director

Born and raised in France, Laure received her degree in Hospitality Management from the prestigious EHL in Switzerland. Laure started her Four Seasons career at Four Seasons Hotel Boston. While working in food and beverage, Laure discovered her love of catering, and after four years in Boston, headed to Hawaii, working at both Four Seasons Resort Maui and Lanai ...more