



# LinkedIn – Social Selling





## Step One

# Why set up your profile on LinkedIn?

1. Unlike other social media, you need to do LinkedIn 100% or 0%.
2. Clients and Potential Clients look at your profile.
3. Potential Employees look at your profile.
4. Colleagues learn about ECR thru LinkedIn.
5. You show how well connected you are by your likes, re-shares and activity.
6. You gain intel.



## Step **Two**

### **BONUS:**

Get Testimonials/  
Reviews from clients,  
board members, and  
colleagues.

## What to set up on your profile on LinkedIn?

1. Keep your page fresh, most importantly with current employer.
2. About – Add all volunteer accomplishments, board seats, designations.
3. Photo – Use a professional headshot, not a selfie.
4. Experience - List all relevant employers and accomplishments.
  - Are you new in the business? List volunteer positions.
5. Interest
  - It shows what influencers you follow.
  - It shows what companies you follow.
  - It shows what groups you follow.
  - It shows what schools you follow.



## Step **Three**

### How to get Active on LinkedIn?

1. Add the app to your phone.
2. Like I mentioned earlier, you have to be 100% or 0% committed to the platform.
3. Daily (Monday – Friday) you should do something on the platform.
  1. Post something.
  2. Re-post something.
  3. Change/Update your profile.
4. On weekly basis, be sure to accept and request connections.
5. Follow companies and people



**5 Mins**

Spending 5 Minutes a Day on LinkedIn can turn into long-lasting relationships and business opportunities.



# The **DOs** of LinkedIn

If you can't tie it back to your career, don't post it on LinkedIn.

DO	Connect with clients, prospects, thought leaders in CRE and industries in your market.
DO	<b>Congratulate your contacts on business milestones, when they are in the news, or make a change to a new job.</b> Feel free to follow up with client/prospects when seeing this news to make a connection and use it as an opportunity to further the relationship.
DO	Use LinkedIn as a tool for prospecting and intel for an upcoming pitch or meeting or to further your intel and build relationships.
DO	Use LinkedIn to publicize your/ECR's community involvement, accomplishments, and market knowledge.



# The **DO NOTs** of LinkedIn

If you can't tie it back to your career, don't post it on LinkedIn.

<b>DO NOT</b>	<b>Wish people a happy birthday on LinkedIn</b> · If LinkedIn is the only way you have to contact that colleague, you probably are not close enough to them to be wishing them a happy birthday, which is a very personal thing.
<b>DO NOT</b>	<b>Get too personal or controversial.</b> Don't post your hobbies, vacation photos, photos of your children, views on politics or controversial topics on LinkedIn.
<b>DO NOT</b>	<b>Don't use it to connect with your high school sweetheart or crazy Aunt Karen.</b> That's what Facebook and dating apps are for. Keep it professional.
<b>DO NOT</b>	<b>Don't be creepy, be professional.</b> Don't ride the line of trying to connect with a contact...and stalking them.

# Website Resources for **Content**

- ECR LinkedIn page
- Google Alerts for Client, Prospect, or Topics
- Subscribe to get daily newsletters >
- Follow Competitive Firms
- Follow Thought Leaders in Market

- **National**

- NAIOP
- CCIM
- SIOR
- ULI
- Global Street
- CoStar
- ULI

- **Local**

- RECA
- CBA
- IREM
- BOMA

- **News**

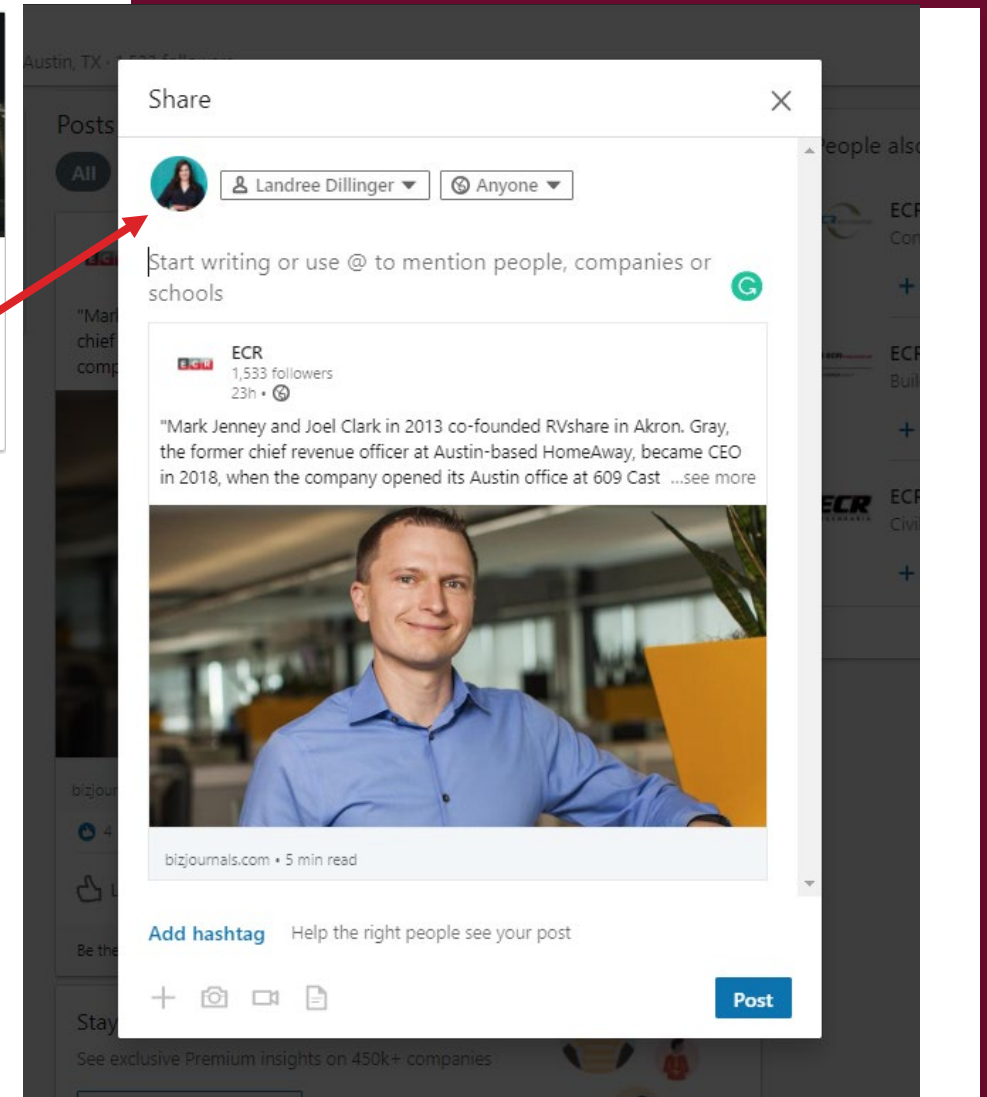
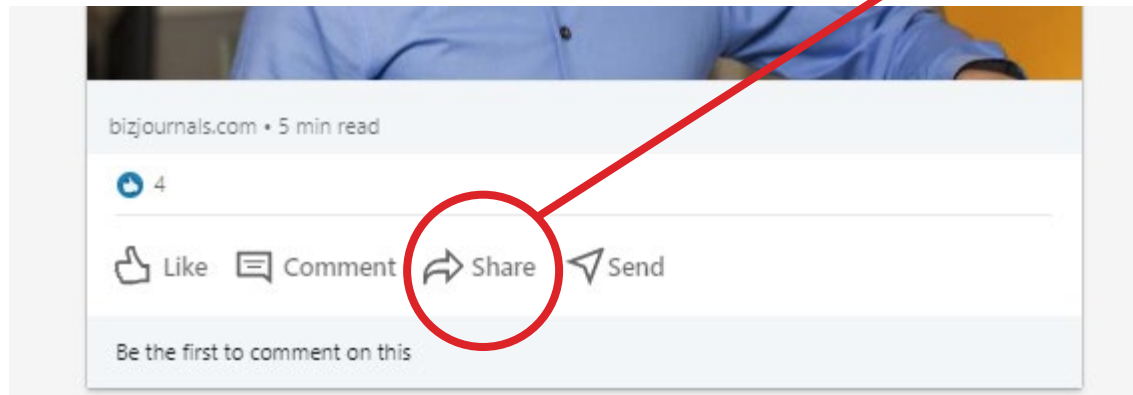
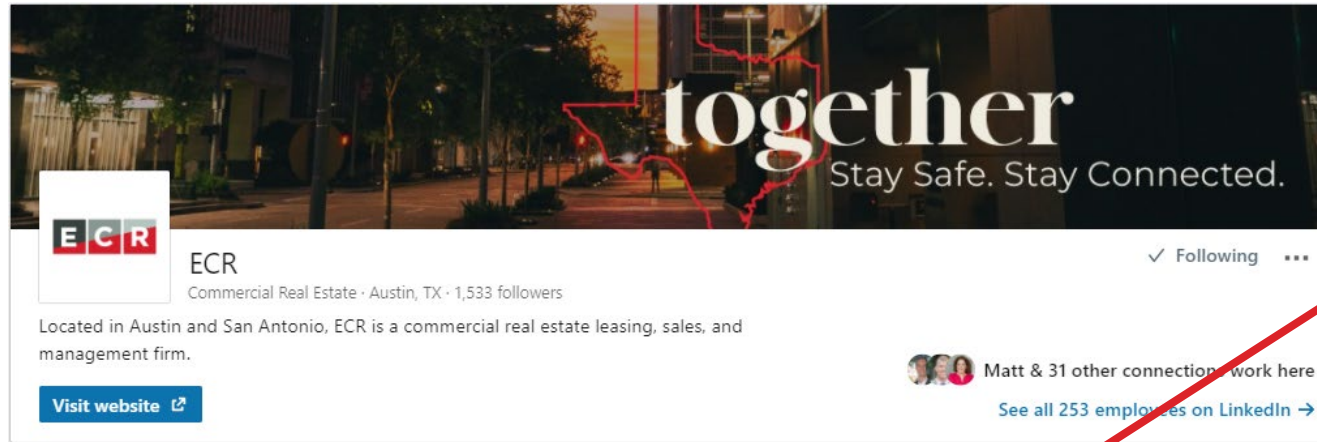
- KXAN (NBC Austin)
- ABJ / SABJ
- BisNow
- Statesman
- EAST





# Website Resources for **Content**

Re-post from ECR's LinkedIn



# Website Resources for **Content**

Sharing from a Website

The image shows a screenshot of a news website with two articles. The top article is titled "Restaurant Industry Fears Mass Closures, Asks State For Lifeline After Governor Closes Bars, Reduces Capacity" and is categorized under "News". The bottom article is titled "1,000-plus homes in queue with new Parmer Ranch community" and is categorized under "Residential Real Estate".

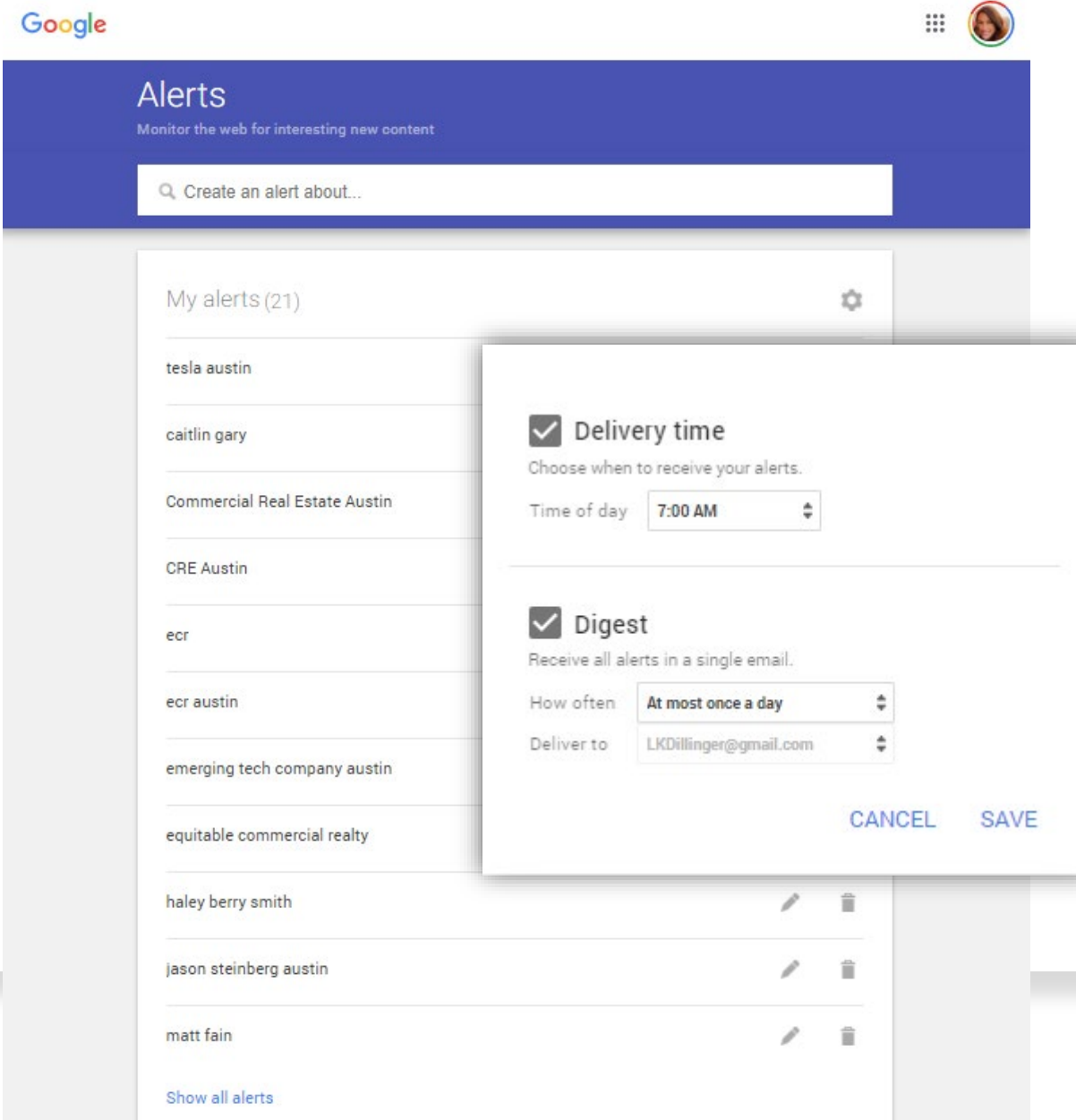
On the left side of the top article, there is a vertical sidebar with a red circle around it containing the following icons from top to bottom: Facebook (f), Twitter (bird), Print (printer), Email (envelope), and a plus sign (+). Below this sidebar is a black button labeled "SUBSCRIBE".

At the bottom of the bottom article, there is a row of sharing options with a red circle around the LinkedIn icon. The options are: Email (envelope icon), Facebook (f icon), LinkedIn (in icon), Twitter (bird icon), and a "Share Article" button. To the right of these are "Print" and "Order Reprints" buttons.

Other visible text on the page includes "United States News > Houston Real Estate News" at the top, "Ryan BISHOW" as the author of the top article, and a UBS logo in the bottom right corner.

# Website Resources for **Content**

## Setting Google Alerts



Go to

<https://www.google.com/alerts>

1. In the box at the top, enter a topic you want to follow.
2. To change your settings, click Show options. You can change:

1. How often you get notifications
2. The types of sites you'll see
3. Your language
4. The part of the world you want info from
5. How many results you want to see
6. What accounts get the alert

3. Click Create Alert. You'll get emails whenever we find matching search results.

**4. Receive a Daily Digest and News Sweep**



Thank You

