



## PERSONALIZED COACHING OFFER

<https://keppiecareers.lpages.co/update-linkedin/>

## Raise Visibility & Demonstrate Leadership On LinkedIn *FREE GIFT*

MIRIAM SALPETER | KEPPIE CONSULTING

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**Miriam Salpeter – [www.keppieconsulting.com](http://www.keppieconsulting.com)**

Hello! I am Miriam Salpeter, an award-winning social media and job-search strategist, the owner of Keppie Consulting and the author of seven books, including *Social Networking for Business Success*.

My passion is teaching people how to use social media to extend their reach online so they can connect with their target clients or customers. I have been known to give friends advice over lunch about their LinkedIn profiles that they implemented and saw immediate results. I'd love to work with you, too.

I leverage my unique social media expertise to ensure entrepreneurs and professionals understand how to use online tools to market themselves competitively. For example, I write keyword-optimized LinkedIn profiles, bios and resumes and coach clients to enhance their online and in-person networking skills. In addition, I work with business owners to ensure they attract attention and online traffic, improve rankings and increase business. If you have a message you want more people to see, or a product more people should know about, I can teach you how to use these tools to achieve your goals or do it for you – your choice! Schedule a free discovery call with me:

<https://calendly.com/miriamsalpeter/30min>

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## The Latest from LinkedIn

### Activate Your Service Provider Mode

Sign in to edit your LinkedIn profile and you may see a box under your profile photo and headline that mentions **showcasing your services**.

Click on "Add Services" and fill out the form with details about what services you offer. Add as many specific services as are relevant. Then, click CONTINUE and this section will appear on your profile. This is helpful because your services appear in LinkedIn search.

If you do **not** have an option to select "Add Services," LinkedIn suggests:

- Go to the **SMP Group** page:  
<https://www.linkedin.com/groups/8871270>
- Click the **Request to join** button.
- Once you're approved, you should see the **Showcase services** module on your profile within 48 hours.

### Miriam Salpeter

Social Media Strategist, Speaker, Author: I create successful marketing campaigns for businesses & job seekers. Work with me to learn to establish credibility, build partnerships & achieve your business & career goals.

Atlanta, Georgia, United States · 500+ connections ·

[Contact info](#)

Open to ▾

Add profile section ▾

More...

Media Business  
Editor, Freelance...

#### Providing services

Marketing Consulting, Brand Consulting,  
Business Consulting, Email Marketing,...

[See all details](#)

Anyone

This is how the section appears on your profile.

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[See all details](#)

Anyone

This is how it will appear when your profile appears in search

### Edit business info

#### Services provided\*

Marketing Consulting ✓ Brand Consulting ✓ Business Consulting ✓  
Email Marketing ✓ Social Media Marketing ✓ Resume Writing ✓

+ Add service

#### Work location\*

Atlanta, Georgia

Profile location

I'm available to work remotely

Would you like to receive free business inquiries? [Learn more](#)

Allow LinkedIn members you're not connected with to message you for free

Anyone ▾

This is an example of types of services you can include.



### Miriam Salpeter · You

Social Media Strategist, Speaker, Author: I create successful marketing campaigns f...  
Atlanta, GA

Provides services - Marketing Consulting, Brand Consulting, Business Consulting,  
Email Marketing



**Keppie Consulting**  
Amplify your message

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## The Latest from LinkedIn

### Creator Mode & Hashtags

LinkedIn is rolling out a "Creator Mode." These new tools are designed to help feature your story and what you post on LinkedIn. It will also help LinkedIn categorize you and potentially help you be found when you choose five searchable hashtags.

You can try to turn on creator mode on your profile to grow your reach and influence on LinkedIn. Google: "FAQ, LinkedIn Creator Mode" to find more information and to learn how to try to activate this mode.

#### Once you turn on creator mode:

- The **Connect** button on your profile will change to **Follow**.
- LinkedIn will display the **number of followers** you have in your profile intro.
- You can choose to display the topics you post about in your profile intro via 5 selected hashtags. Select hashtags that are searched, such as #Leadership, not hashtags specific to you, such as #RachelReads. These hashtags will help LinkedIn deliver your profile as a search result for the right opportunities.
- LinkedIn will reorder your profile to show your **Featured** and **Activity** sections first.
- **Your Activity** section will be expanded to showcase more of your recent content and will no longer show your likes, comments and other activity.



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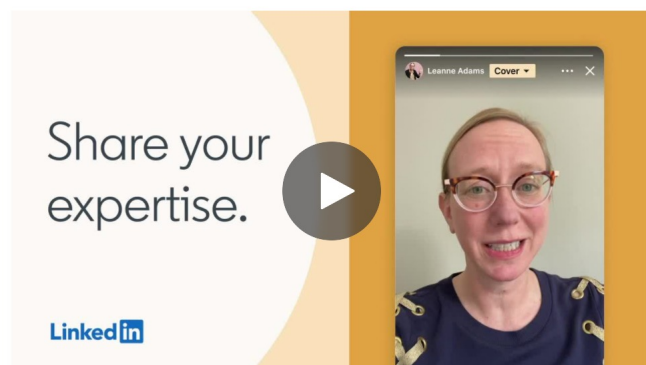
## The Latest from LinkedIn

### Video Cover Story

This is also rolling out, so be sure to visit your LinkedIn profile to add a video cover story when it is available to you. You'll be able to use this short (20-second) video to say something about your products or services – or to briefly detail your skills and accomplishments.

There are always new updates from LinkedIn! Let me know if you want to discuss how to make this work for you. Schedule a free discovery call today:

<https://calendly.com/miriamsalpeter/30min>



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## What to post?

- ✓ Demonstrate expertise. Answer problems.
- ✓ Showcase personal successes.
- ✓ Comment on related news or pertinent topics. Position yourself as an expert.
- ✓ Share ideas, insights, commentary about an article you read and found interesting.
- ✓ Advise and educate. You can write and post an article, but you can get some good leverage by reading and commenting on articles other people wrote!
- ✓ Elevate other people. Say something nice about a colleague!

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## What to post?

### **Popular Types of Content & How Much Engagement They Receive (Best to Worst):**

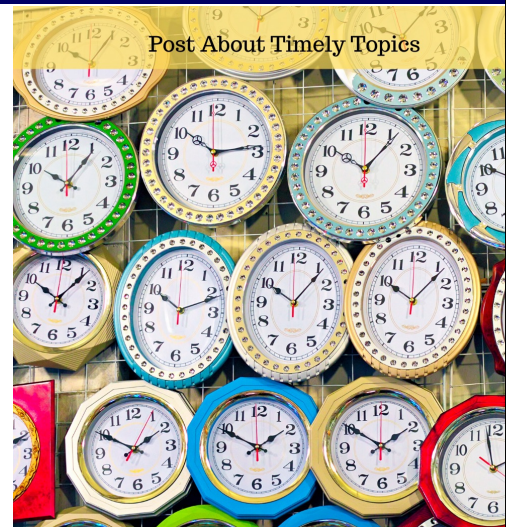
- Videos - Most
- Images
- Plain text
- LinkedIn article (blog post)
- PDF
- Poll
- External link
- Reshare a post - Least

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## What to post? – Best Practices for Posts

### Best LinkedIn Posting Practices

- Avoid posting a link with no commentary
- Post about timely topics
- Always include an image.
- Use Hashtags (#) when you publish & post.
- Learn more about hashtags in a few pages!)



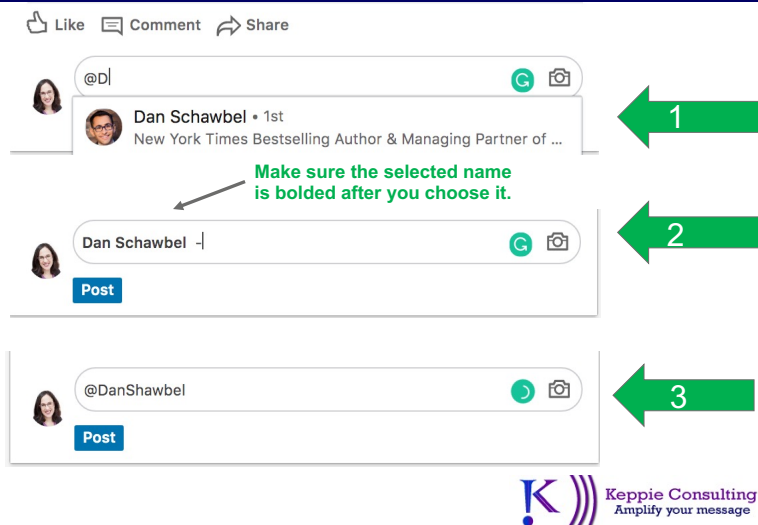
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## How to Engage via LinkedIn: Mention People

Mention people when you post comments!

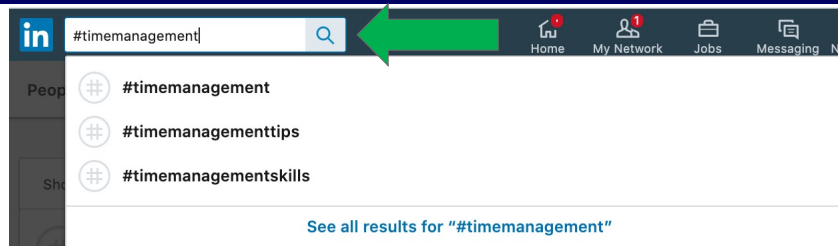
You can “Tag” people just like you do on Facebook, assuming the person’s settings do not prevent it.

Simply type @ and then start typing a name. Then, select the name in the dropdown menu.



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## How to Engage via LinkedIn: Use Hashtags

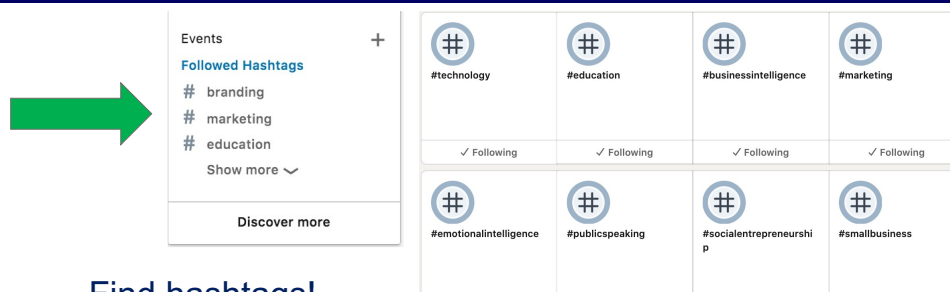


A hashtag is a word or phrase that represents a topic people may follow or search. For example: #leadership or #timemanagement or #teamwork. Search for a hashtag in LinkedIn's search bar to discover suggested versions to follow. Pick hashtags related to your expertise.



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## How to Engage via LinkedIn: Use Hashtags



Find hashtags!

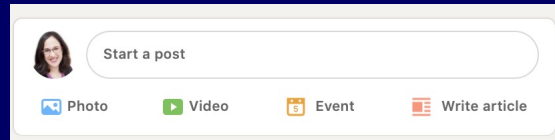
On a laptop or desktop, sign in to view your profile and you will see hashtags along the bottom, left side of the screen. Select up to three and plan to use them regularly in your updates. This will help people you are not connected to see your updates. This will raise your visibility.



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## How to Engage via LinkedIn: Blog



### What is a Blog Post On LinkedIn?



**Miriam Salpeter**  
Social Media Strategist, Speaker, Author:  
Create successful marketing cam... [See More](#)

8 articles

Everyone you meet will form opinions based on what you say and write. That's why I'm so excited to announce my second new book, *Write & Speak Like a Professional: Success in 20 Minutes a Day*.

Strong written and spoken communication skills are crucial to opening doors. Millennial Branding's research showed soft skills topped the list of "must have" skills that employers want, with 98 percent of employers saying communication skills are essential. It's up to you to make the most of every opportunity to prove you're capable and confident.

It's no secret first impressions matter – that's been the case since the beginning of time. What's new, in our increasingly fast-paced, digitally connected world, is how a simple stroke of a keyboard, or an email gone awry, can quickly damage a professional reputation. On the other hand, a stream of consistent, well-written social media updates can just as easily raise your profile and impress people you've never met who may positively influence



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## How to Engage via LinkedIn: Blog

### Why Write Blogs On LinkedIn?

- Enhances your authority
- Demonstrates expertise
- Blogs are searchable on Google
- Gives your connections something to talk about!



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## How to Engage via LinkedIn: Blogs

### What Are Best Practices For Blogs On LinkedIn?

- Long-form (Between 1900 – 2000 words performs best)
- Titles between 40 and 49 characters long
- Article/written information
- Choose relevant topics to write about
- Include an image



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**Let's discuss how to accomplish your goals!**  
**Schedule a free discovery call or sign up for personalized coaching.**



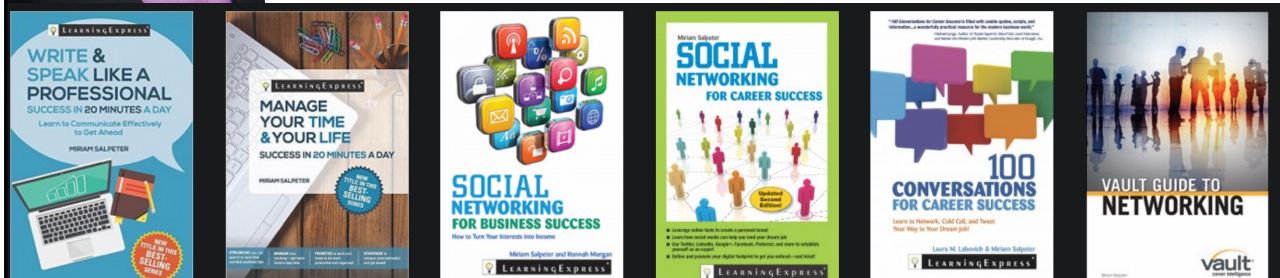
Miriam Salpeter, Keppie Consulting <http://www.keppieconsulting.com/>  
 Connect with me on LinkedIn: <https://www.linkedin.com/in/miriamsalpeter>  
 Find me on Twitter: <https://twitter.com/miriamsalpeter>

**Would you like to talk to me about your goals?**

Click here to schedule a free call: <https://calendly.com/miriamsalpeter/30min>

**Learn about my personalized coaching offer:**

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