How to Leverage Linkedin As a Media Expert

Sat, Sep 30, 2023 6:00PM • 1:04:16

**SUMMARY KEYWORDS**

linkedin, profile, people, platform, articles, features, media, talking, event, ramsey, solopreneur, create, give, business, recommendations, jen, question, utilize, content, share

**SPEAKERS**

Clarene Mitchell, Zaakirah Muhammad

**Zaakirah Muhammad**

Oh and welcome to the how to leverage LinkedIn as a media expert. There we're going to wait a few more seconds for a few more people to come in here Hello, and welcome to Maine. We are gonna give it a few more seconds before getting started. And we can't wait to invite you to the stage you're welcome to look at the icon, play around with the icon to be able to react and to offer to raise your hand if you want to share feedback or questions at the end.

**Clarene Mitchell**

And as we're waiting if you would like to hit the Share icon at the bottom and invite your network to join us that would be phenomenal.

**Zaakirah Muhammad**

Meeting notification will be helpful at this time to Kashi wants you to to speak on the stage then we'll be hearing everything in the background. But thank you for being here. And we look forward to learning more about you in which you look what you're learning and you also want to comment on the actual event. If you joined us from the LinkedIn event, leave a comment as well. So that we can see it if you have any questions.

**Clarene Mitchell**

sicura ad is 602 or two minutes after the start? Should we get started? Want to give a few more moments for others? Technology sometimes don't work in people's favor. So maybe people are just trying to figure out how to access it.

**Zaakirah Muhammad**

Yeah, I think we can get right into it and we have a wonderful to Elaine here. We can just get right into it with introductions. Okay. All right. So I will start first. So I am Zack here and I am a brand strategist and I'm also a childhood cancer survivor. So what I do is I empower other, disabled or differently abled, black and Indigenous Women of Color to powerfully tell their stories both through media and to events. I have been in the media in and out of the media industry for over a decade. And having transitioned into digital marketing and now with innovation, you know with the major changes of automation and artificial technology. I do love the basics of storytelling. Make sure to empower women to tell their stories as often as possible. And so, I live in Tulsa, Oklahoma, actually I live in a small town in one of the Native American lands of Muskogee, Oklahoma, which is about 45 minutes south of Tulsa, Oklahoma. That's me. I think I had it. What are you going?

**Clarene Mitchell**

Oh, great. Thank you. And so I am clearing Metro I am a full time solopreneur in Tulsa, Oklahoma, and secure and I'll get into activity geographic wise and other wise but full time solopreneurs here in Tulsa Oklahoma area I've been in the area of or in a sector of communications and media who as cringe when I say this, but 30 plus years. One way or another as even now as a solopreneur. My business is totally focused on LinkedIn training. So I change the trajectory of lives and businesses one LinkedIn profile at a time whether it's through results driven one on one coaching corporate training, ghostwriting services, speaking engagements and I'm excited to co host this event with secure getting into oh that we have shared with you today.

**Zaakirah Muhammad**

Absolutely. I'm so excited about it. And if you are just not coming in welcome. Be sure to take a look at all the tools you have on your screen which should be a reaction icon there should be a share icon. And later on. We'll also open it up for q&a If you have any feedback or questions you want to share. And you can see that on your raise hand icon and so I think Clarene How how do we meet? You know, I think it's so interesting that we kind of have so much synergy in before even deciding to have the conversation. So how do we meet?

**Clarene Mitchell**

Oh my goodness. So we met through the wonderful world of technology, social media, not being linked in initially via Facebook because we both were graduates of the Cornell University Bank of America Women's Entrepreneurship Program. So as members of the Facebook group for that program, we started communicating especially in I believe it went back to when I started making posts about me relocating from Milwaukee to Tulsa. And then we began direct messaging each other regarding that. So that's how we met right? I think so.

**Zaakirah Muhammad**

Yeah. And then I can pick up on other half of that by the time you did move. You moved in 2023. And then it worked out because I was event producing for any event for an organization called Danika, which we'll talk a little bit more about and I found out about them through LinkedIn, the power of LinkedIn, and then we finally got to meet him and hug in person and then we just keep bumping into each other because we surround ourselves with other you know entrepreneurs and media experts. Yeah.

**Clarene Mitchell**

Yeah. That's how we met and actually Rocco. I'm curious, is this your first time attending a LinkedIn audio event? And if you could with the reactions at the bottom, if you can select the thumbs up if it's your first LinkedIn audio event?

**Zaakirah Muhammad**

As a thumbs up because as soon as mine my first time hosting one

**Clarene Mitchell**

Is it your first time attending one as well as secure?

**Zaakirah Muhammad**

If not my first time attending only hosting? I have tuned in a couple of times. Yeah. A couple of times. It's a

**Clarene Mitchell**

phenomenal feature. And I'll get into that later. But I was a beta tester for this tool. And it's just one examples of why I think it is a phenomenal platform for communications media people. But so yes, that's how we met but let's get into the backstory of why we created this event or today.

**Zaakirah Muhammad**

So we will have a conversation. We will be talking about the latest LinkedIn features and then we will also talk about the observations you know when it comes to diversity and equity and inclusion and then we realized that, you know, there's so many changes happening in the fate of media and we realized that a lot of people are missing out on utilizing LinkedIn, you know, people, especially with Instagram, ignore Facebook and don't know what to do with the Twitter slash ad changes and so we were both like, why are people using LinkedIn more? So and that pretty much how we got here.

**Clarene Mitchell**

Right? is interesting since we had that initial conversation and we you know, decided to do the event. I attended a meeting a business meeting, virtual business meeting that feature this really very successful national journalist, black national journalist, and he was like, Oh, I don't use LinkedIn as for people, you know, job seekers, and I cringe and I'm like, Are you kidding me? And so doing the virtually then I'm looking at his profile up, and clearly I can see he wasn't using it. But it's the whole conversation, unfortunately, of or the notion that far too many people still have the belief that LinkedIn is just job seekers and it is not and so that experience with him on his level as a black media personality professional, him just totally ignoring and using the other platforms, like Instagram, the xn, whatever other ones, but ignore LinkedIn, because not seeing it as something viable for him. To use on a regular ongoing basis. So but yes, that's why we created the event. Hello, Ramsey, welcome. Thanks for joining us.

**Zaakirah Muhammad**

Absolutely. Welcome to Vandy and welcome to to VSA and, you know one of the other things that I also observed about in the same time that you know Clarene You and I started to have a conversation when it came to this event is, you know, entrepreneurs and media expert like Sean Puffy did he love combs and Snoop Dogg even if it were the team member, they were actively using LinkedIn now to tell their personal story. And I thought that was super exciting and we were like, how can we have other media expert continue to bring those same story that they take the other social media platform and bring it to LinkedIn? And so I think now is really a great segue into talking about maybe start with the popular LinkedIn creator, mode features like I love all four of the major features that it allowed but for those who may not have already switched over to creator mode, what is the LinkedIn creator?

**Clarene Mitchell**

You know, Ashley, I'm trying to find my posts are made when Snoop Dogg get on LinkedIn slacker read it and I shouldn't have it prepared for this conversation because it I was excited about it. And those celebrities quote unquote, who come and go on the platform or have build relationships, partnerships when linked in, but Snoop Dogg came on with some energy that I loved and appreciate in talking about the value of LinkedIn for personal branding. And I'm of the belief that we all should be in control of our personal brand. We should be managing our brands digitally 24/7 365 And LinkedIn being the ideal platform to do it because it's the professional business platform. But I can't find it quick enough. And hopefully, I'll find it before we get into so I can read it. In even as you were saying, I don't know, you know, I'm sure he has a team that's managing his account, but he's active and is consistent. And I'm loving it even beyond him. media wise, the CEO of essence, and her presence, like you know, with a bang on LinkedIn recently, has gotten me more excited about the platform and the potential of more people. Starting to see that is so much more on to the platform than most people think. Yeah, so here it is. I'm gonna read this and then I'll get to the to the question you asked me. He said in his posts when he got on LinkedIn about a month ago, I'll be honest, I didn't even know what LinkedIn was a year ago. But now being on the platform, I realized this is the world's greatest personal brand building machine. I wish I would have discovered LinkedIn much earlier, but it reminds me of one of my favorite articles. in recent memory memory by Casey aka revolt that in a messed up his last name. So my apology that took five of my all time for a request to discuss the importance of building a personal brand. And then he went on to say more but yeah, Snoop Dogg is on LinkedIn. And I wish more people would be on the platform as well. So you want me to talk about credo?

**Zaakirah Muhammad**

Yeah, I want you to talk about Q Aw. And I think that were really people should start if they haven't even switched their power over to create a demo that they can get access. To being able to host their own audio events or being able to host their own live live streams. And, you know, it had a couple of more features. So talk about both.

**Clarene Mitchell**

Sure, I can talk about creative mode, but I would, I would encourage individuals to first start with identifying their brand, what they want to be known for on the platform optimizing their profiles. So the profiles are credible, meaning all the sections are you know, completed and having a good network going and some consistent content. A lot of times especially when creative mode initially started or was launched, a lot of people turned it on and I see this on a regular basis even with my coaching clients. They have creator mode on or had creator mode on but they're not fully utilizing it because they don't understand it. And so having creative mode on is one thing but to understand it and then to be able to access or fully utilize the features. So create a mo linked in launch creator mode and I'm trying to remember date was March 2021. They launched creator mode it was all about their commitment to increasing LinkedIn members and what they call us members. LinkedIn numbers you don't I'm creating content on a consistent basis because Because historically, those on LinkedIn we're creating content on a consistent basis by about 1% or less. They didn't like that. So to address that they created this whole new division, hire staff at executive level and team you know, they created their teams. And from that one of the features was create a moat or outcomes of that. Creative Mode is the aspect of the platform when you turn it on. It allows you to have immediate access to some features like LinkedIn audio events, like LinkedIn lives, like being able to publish your newsletters. create and publish newsletters. It also heightens the the distribution or the awareness, the visibility rather of your content. So it changes the formatting of your profiles so that the activity section is higher and helps to give more visibility to your content. If you're creating content on a consistent basis. There's so much more even with creator mode where we get access to analytics at a very detailed level to help us analyze to see what's working well what's not working well so that we can continuously be making improvements as we need to.

**Zaakirah Muhammad**

Absolutely, yeah, that's very helpful features and I thank you for mentioning first and foremost because, you know, even if I thought to mention that I've observed that there have been a lot of job losses, especially with certain media industries and media organizations. For example, I saw you know, I still actively currently use Twitter slash ag for my new show. So that's when I was able to see that one of the black home media organizations actually called okay player, which had been huge on telling stories and entertainment and music and lifestyle, especially for the diaspora had to let go a lot of people and so when I was a bourbon that I was also observing that today is actually also national bank funding. That is the very first annual Awareness Day for the disparity and there's still a big gap when it comes to, you know, the venture capitalism as well as equity and just having just investors you know, in in black owned and minority media and businesses were founded by Dr. Versace Barnes I believe I'm saying that right. And so she really just kind of started the the awareness of fact that black and minority owned businesses receive less than 2% of funding each year. With women of color is even even less. And so it's basically black women. You know, late today to both for us. No, I want to combine it with power of storytelling being able to start building your own platform, utilize your own LinkedIn, not only the job they want, but show off your work, right you all the LinkedIn feature that we'll get into in a in a minute, but you have all the features on LinkedIn where it's so easy for you to build your personal brand on LinkedIn. And those are some of my favorite features. And there's also an easy access to many of the CEOs of the state media company that you want to send pitches to want to work with one, you know, to interview all that they're on LinkedIn, you know, and starting with utilizing that to find also a Saturday there's one instead of doing it actually, we almost got we both got invited to this event. They had one in Costa and I attended but I attended mainly to kind of help them grow their social media presence, but it's abbreviated as Bo messy. own media equity and Sustainability Institute. They have an accelerator program then you have an annual event where it apart conflict where they invite influential founders and owner the Media Group. And they also give a shine a spotlight on the media who were in the accelerator program. So you know, being able to utilize your LinkedIn to build it for what you want in the future. You know, I started to have a couple of posts on social media about that like how to build your den. That is what you want, not necessarily for what you have done. So that's what I mean by that.

**Clarene Mitchell**

It's the whole process of showcasing our talent and our expertise, where we're in control of I mentioned that before, where we should be in control of our brands and LinkedIn is a phenomenal prop platform quite as is kept for us to be able to do that. I want to like zone in a little and share about storytelling because we've said that word a couple of times and it is very important especially for the topic we're talking about for as far as Black, Black Media. And even for me, my background in as a print journalist 30 plus years as a print journalist began in the early 90s with black newspaper, freelancing. And even in my college years I did an internship within a television station but I also did an internship with a black newspaper, the whole process of storytelling. We shouldn't and we know the parable, right, the African parable about the truth of the story is never told until the line tells it because otherwise its favor. It favors the hunter, and I'm saying it backwards. But that whole process of us being in control of telling our stories and our brand, but my point the whole day with storytelling on LinkedIn, I fell in love with the platform back in 2016 17 because I lost the job, been vital job for a long time. And Eternity has seen to me that I started leaning into LinkedIn more than because in my brain like many others, oh, you go to LinkedIn when you need a job. That's when I started finding out it was so much more than that. I leaned in and this was when articles were hot on LinkedIn meaning the algorithm really favored articles. I was publishing articles as a therapeutic kind of process for myself. But it allowed me to establish myself rather quickly as a leader on the platform to the point where I got attention from LinkedIn top brass, so to speak their editors. My Content is interesting. Secure and even Ramsey just the whole point of out of portfolio full of articles with my battle on. It wasn't until I started publishing linked and I started to publish articles on LinkedIn that I really started to feel satisfied as a journalist because for me as a journalist, it was all about impact. My writing, having an impact. And I never knew that when you know articles was in newspapers or magazines, in magazines or online or whatever the case may be because I would never know who was reading the articles, or get feedback. started publishing on LinkedIn fell in love because the way I could see the analytics, how 1000s of people were reading articles. I could see the comments and engage with those readers and really good feedback in real time. That is really what really started getting me hooked into the platform and then it kept evolving from there. But my consistency in writing articles on Linked In led to an editor of a New York City magazine discovering me because my brand was solid on the platform, when again this was back in early 2017 My brand was solid as a ride on the platform. She sent me a DM asked me if I want to write an article for the publication. I blew it off initially thinking it was a hoax and it wasn't once I calmed down and did my research. So then at the time, I'm a black woman in Milwaukee like you know, write me write an article for New York City magazine. Totally legit. wrote that article, title of the article arguing the value of the black press all black questions. So I was able to write an article about something that was near and dear to my heart had been, you know, writing for black publications for decades at that point. So being able to write that article because it was a sentinel anniversary for the black press at the time. So why didn't that is a paid gig that I didn't pursue, she pursued me cinephile feature placement. Well, greater freedom top billing on the cover. I'm sharing that as an example of how when you lean into LinkedIn and all the features, whether it's publishing articles or publishing a newsletter during the LinkedIn audio event, doing a linked in live event, or series of events. There's so much more to LinkedIn than just building out a profile static content. There is so much more from a media journalistic perspective. Even even like you says they care about networking, building that presence on the platform where cold calling to the media cold pitching isn't cold because they know us because they've seen us they've engaged with us, we've engaged with them on the platform, they will then be more receptive. Okay, I'm gonna come down and be quiet. So

**Zaakirah Muhammad**

I know thank you also for sharing that you know I've ever had been reflecting as we got ready for this event. I think I've realized that I have actually been on LinkedIn exactly 10 years. You know, I started out as soon as I completed photography school, I had the opportunity to photograph you know, any vendor just wrapped up called the Congressional Black Caucus and I started out on LinkedIn to be able to once I met them in person, I sent them a request, send a message saying, hey, it was me. It was great to meet you. And you know, those are some of my first few connections. And so you know, the power in keeping that connection and now accepting you as a connection because now people have the follow up feature on and your connection requests may get lost in the message. But, you know, being able to connect and utilize it for where you want to go. And you know, it's gotten me you know, like you said, I've also had the opportunity to get my first four figure client, because of how I set up my profile to show off, here's what I do, here's how I can help you. So I definitely encourage people to utilize the profile and the way to include utilize, I think we're diving right into the LinkedIn features a favorite but I recommend utilizing all 120 characters of the headline, and not to just use the keywords of you know what you do, what industry you work in, because of course that shows up as search engine optimization, but utilize like put your hook statement of who you show in your headline, you know, just to start off with how do I even Where do I even start with making sure that my profile fits? Who what?

**Clarene Mitchell**

So just for the sake because I don't I don't have history when Hemsley says for clarification. The headline is the section up under our names on our profiles. And we actually have 240 characters that we can make. Yay. I agree with you that we shouldn't max it out. Because it helps with the SEO process. The search engine optimization process of our profiles coming up when people do searches. And actually, we're at 626 Well, central time and we were gonna keep this at 30 minutes but I'm okay with Todd, but I wanted to just open up the opportunity for Ramsey if you would like to join us on stage if he had a question or comment or any insights that he would like to share and then we can continue the conversation but just want to be respectful of time and how we promoted this. And so if you're new to LinkedIn audio events ran see the icons at the bottom you can you should see the one where you can raise your hand and that will allow you then to miss send notification to us that we will then accept so that you can come on stage and and talk with us directly. Which is one of the reasons I love love love. Excuse me. LinkedIn audio events vs. LinkedIn live LinkedIn audio events, is the voice of voice communication directly. Ditto with individuals that you know there have been so when I was in the LinkedIn beta group and I started hosting LinkedIn audio events. There have been people I was connected to on LinkedIn forever so to speak, but then when I had him on stage with me, and we can talk voice to voice it took our relationship, professional relationship to a whole nother level. That connectivity, you know, was heightened then. So LinkedIn audio events, and I'm gonna just say this real quick. And then Brantley thanks for joining us up on stage. The difference between big difference between within Audio events versus LinkedIn live LinkedIn lives where we can broadcast is video people can see us and they can comment, and we can reply to the comments in real time. But it's not the voice voice like this and LinkedIn audio events. They stay on our profile. I mean LinkedIn live events stay on our profiles in our activity section so people can go back and watch the replays and even engage with the replays. Under the audio events side. It's it's right here right now that's it.

**Zaakirah Muhammad**

That's all mo fo mo

**Clarene Mitchell**

there's no recording. So it's just a conversation in real time right here in the nest it so biggest difference between those two features, but welcome Ramsey. Thanks for joining us. Nice to have you Nice to meet you. What insights or you would like to share questions

**Zaakirah Muhammad**

and you'll have to unmute yourself. You can unmute yourself man who didn't you go?

Yes. Good evening. I was actually in in Nevada, but I scheduled this to check it out. I'm learning LinkedIn. I've got the platform I want to say about 10 years ago, though, I was not into the platform. People will force me more to like Facebook and Instagram. Then I guess I got some like a similar story doing a whole bunch of businesses work in trying to work with a different muscle people. It just wasn't working out then like recently was just reemerged LinkedIn ads just recently he's trying to get on LinkedIn and I found is very, very, very, very intuitive and trying to get down to a better word, but it's very, it's it's a very useful tool. I'm gonna leave it at that.

**Zaakirah Muhammad**

Yeah. And how can I help you? My question for you is family how can we help you now that welcome back to LinkedIn? How can we help you you know with what your goal is, how, what question do you have?

I have a whole lot assaulting you. Right now.

**Clarene Mitchell**

I'm looking at your profile. Ramsey. So let's, I mean, take advantage of this opportunity. You didn't. I don't think you were on when we first started to hear the introduction. So this is my business as far as when it comes to LinkedIn that I'm a full time solopreneur my routine is coaching individuals on how to understand and leverage the platform to generate organic results. That's what I do every day all day long. One way or another. As you said, they're linked in there is so much more to the platform than most people think it has evolved. Yes, it started out are really just a place for job seekers. It's evolved from that majority of my clients are entrepreneurs and corporate executives, job seekers, because there's is the marketing potential from the platform without even spending money, where you can get the results from the platform if you understand how to use it. My bias to the platform, but I can back this up is more comprehensive than the other platforms. You hear about the platforms. They got all the hype behind them, that they have the drama behind them as well. Right. LinkedIn has been the consistent platform and it's 20 This is 20th anniversary this May was it hit 20 years. It launched before Facebook did but most people don't know

**Zaakirah Muhammad**

that. No, I didn't. I didn't know that either.

**Clarene Mitchell**

Yeah, link here. I got the fax linked in last on May. So it was founded in December 2002. launched on May 3 2003. Facebook launched on in February 2004. But again, all the height with other platforms, but keep in mind LinkedIn is about professional business. This is the other platforms they're more recreational business, but that's not the primary purpose and structure and focus of the platform versus LinkedIn being that's their core mission and value at everything on the platform is structured in reference to that. But again, is more comprehensive than the other platforms. It just doesn't have the height which I think is a good thing because it's more credible, is more trustworthy, it's more valuable when you see when you like there's always make this joke frequently of how Congress you know, the heads of the CEOs of other platforms get called to DC to testify because the drama that's on the platform LinkedIn CEO is on the news all the time. LinkedIn co editors are on the news all the time to give updates to be a credible source when stuff is going on. They're never called to the Capitol. Never called you know, the Congress. So okay, I'm gonna be quiet.

What's your question? I'm just, it's interesting because I am in Washington, DC. I'm actually at American University. Right now. I was. I'm helping my brother. He's a DJ. And he's having an event. Like I said, I scheduled it here. And just the information just listening like like he was saying you send it fax is before Facebook. A lot of my questions is geared in and mainly setting up the profiles how'd you get more followings? Understanding your analytics more on the platform and how to leverage it to in your in creating and putting more things into your profile.

**Clarene Mitchell**

Okay, I'm gonna do this real quick. If you don't mind as Kara says, it's just the three of us right now. I'm gonna go through your profile and do a high level audit if you're okay with that.

I'm okay, I'm fine with me.

**Zaakirah Muhammad**

Madera, you go with that. Yep. And my one request for Ramsey is when you have a minute Jack Be sure to leave Clarene A review after this but yes.

**Clarene Mitchell**

Okay, so right away so your banner image is so very top that that horizontal section. That's not telling me what to do. That is your billboard is nice. I like it visually, artistically, but it doesn't tell me what you do in a lot of like we have to keep in mind we should be strategic on LinkedIn. Right? If not other platforms where we want more creative freedom necessarily. We need to be to the point. So that's our billboard. If you go to my profile, you'll see what I'm talking about when people hit that our profiles, they should know what our area of expertise is. So it so should pull them to want to learn more about us and go further into our profiles. Okay, so your profile photo and then this is just me in my position with my clients, your profile photo is not a professional headshot, and even from the angle. I may not recognize you if I see you and we lost him so I'm almost up. I know he was at any event, so maybe his internet connection you lost.

**Zaakirah Muhammad**

Okay, so the button trying to look at everything, all of the things but no, it's been great. And I think this this is actually what's helpful. You know, that knowing getting from the basic, you know, having people really set up their profile for sector. I think that started and foremost and being able to then know what all of the different features are. And and welcome Jen and welcome back. Ramsey. So I'm gonna ask you to raise your virtual hand too. And Jen, you're welcome to raise your raise your hand as well, that you can speak on the stage and then we'll finish up Ramsey profile audit. Okay, and be sure to unmute yourself anything.

Yeah, I don't know what I did. Let me say some more check out the profile. I guess when I hit the profile. I got this one saying that these are things I don't know how to navigate completely. Just like I just found myself couldn't disconnect disconnected and I wouldn't try to do that.

**Clarene Mitchell**

No worries. I know. So like you're on your phone for this. You can do the arrow at the top right corner to minimize the audio event. That way you can navigate around to your profile and see what I'm talking about. Learning so there's a down arrow at the top right. And if you hit that you can minimize the LinkedIn live. profile and then see what I'm talking about. Again, just difference between LinkedIn live or features with LinkedIn live and linked in audio events since the here is Akira um science Akira and I were talking about it before we get you know went live with the show how even a difference between here and clubhouse where you know when we're here we can go right to people's profiles and better you know, check them out rather. You can send people like if you want to send in this is just hypothetically, if you want to send Jen a message or Jen want to send you a message or any of us we can do it in real time. So different features about her versus clubhouse, especially being able to go to the profiles and check them out in real time or message or send a connection or invite or follow up. Alright, so I don't know if you heard what I said about your profile photo.

I didn't. If you told me about the banner and when I was going to use like if you could look at mine and I was I had hit my profile to try to look at yours and it is completely cut off.

**Clarene Mitchell**

Okay, no worries so just stay on yours. You can see any you can check out mines later. So talked about your banner image but your profile I was saying best practice is professional headshots, and baseboard. I would be hard pressed maybe to recognize you readily recognize you if I saw you in person tomorrow because of the angle. So if you want to you know we can have our freedom to not have a professional studio headshot photo, but at least have a place for it so people can readily recognize you and connect with you on a you know, virtually mentally recommendation. So I see you have your profile verified. That's great. I see you have LinkedIn learning I hope you're not not LinkedIn learning I'm sorry premium. I hope you're taking advantage of that. So the money is not being wasted. That's a level conversation I gave my clients so we can't get into that part. But your headline is section of under your name as secure was talking about before maximum that maximizing that out 240 characters and give us so that you can increase the SEO reach or potential for your overwhelm?

Where's that so I can check it easy.

**Zaakirah Muhammad**

Where's the pot? Yeah the product that says Founder CEO and my suggestion for you right now that I'm looking I'm on your profile to looking at you about and the fact that you mentioned that like the area that you like you can take a small part of what you put in your about and put it up there because that's awesome. What the first thing people see when they when they decide if they want to check you out or not. So they're in addition to saying that you're the founder CEO, but also how do you help the other your future

so I got some some homework to do.

**Clarene Mitchell**

MC so hold up we just beginning this is just like so I see you have creator mode on the five hashtags. So again, like I said with premium, having creator mode on is great, but understand it so you're fully leveraging it. When with the biggest thing I would say for you to start getting traction with your profile is getting up to the to the point that LinkedIn pushes everyone to start getting traction networking was because the smartphone platform, which is 500 plus you're at 231 I see followers and 222 connections, so getting up to 500 plus connections. I'm of the belief you do that based on quality versus quantity. So doing GTG quickly, not just randomly, you know accepting or sending just to get to the 500 plus the knowing that that's a goal. Once you get to get 500 plus it just says 500 Plus, no matter like I think I have 8000 connections, but you're not gonna see that on my profile. You're just gonna see 500 All right. I'm going quickly through here. Your activities section your last. Okay, so thank you for sharing our event. Last week you were posted. So I see but there's something missing strategies regarding your content, because I'm not seeing a lot of reactions and the goal. So content is key, because that's what's gonna get you really to the results because you're going to be coming up on the newsfeed, there's a there's a wrong and a right way to do content. I'll just say that. I agree I agree. The ideal is you want to create content that creates conversations, not just holes that are sitting there but posts so my guess is if I looked at your analytics, your numbers will be low. Because even I'm looking at you know, do you do a lot of reposting? Yes. That's not a good strategy. dongle into you. Like I'm seeing one where the person has 116 reactions. Those aren't reactions that feed into your analytics, they feed into that person's so just in general, there's some strategies you're missing content creation wise. And again, as media people like we need to, we need to find our own home owner that we are experts in we need to showcase that and not just some of the time all the time. Let people know what our area of expertise is because we're we're showcasing that through our content. So you don't have to do I'm not seeing a feature section. Right I know you history wise to understand like what you could put in there, but I don't see a feature section. When you look at my profile. You'll see what I'm talking about. your about section is a maximize we have 2600 characters they give us an S section. So you maximize that.

I have it in the about I haven't maximized 220 620 620 600

**Clarene Mitchell**

In about section. Okay. So maximizing that and looking at your experience section so I'm going to jump in, okay, so the logo is there. You have a multimedia items, that's good. You have no recommendation so you don't do their good work. Ramsey and I'm being facetious. I know you don't know me, but like, I'm being real physicians with that, but I'm saying that because you don't have any recommendation.

Again, I'd really just like literally in the last maybe 30 days really just got back on to the platform.

**Clarene Mitchell**

It was wealth of opportunity.

That's why I'm following up on follow people. That's why I've been only taking the classes that I'm taking what you're saying and it's trying to share because I want to learn

**Clarene Mitchell**

I hope this has been helpful. It's very helpful.

**Zaakirah Muhammad**

So definitely utilize, you know connect with both of us after after the

listening to though. Yeah, keep listening.

**Zaakirah Muhammad**

So what we're going to do is we're also going to see if Jen is had been listening for a while and thank you so much for listening. I mean, you the opportunity, man and maybe ask a question or share a feedback or if you were listening to the you know, audit we were doing with Vandy and if you have questions about yours, while we had a few more minutes left here in this conversation Okay, great. I'm gonna allow you to speak Hi, Jan. Welcome.

Hi, thank you so much. I appreciate you all hosting this space. It's really educational, and I think much needed.

**Clarene Mitchell**

Thank you. We have a TEDx speaker in the house. All right now.

Yes. Thank you, thank you. So that's why I leave that picture even though I am slightly turned away from the camera.

**Clarene Mitchell**

You already knew where I was gonna go. Okay. Larry, I do the same thing. Well, most times, with my graphics I put on on them. Most times the logo from when I was in LinkedIn is create accelerator program. And I'm from their crater accelerator program. I do it the same reason why you still use that photo because we were on a TEDx stage. How many people can say they've been on a TEDx stage, just like I like how many people can say they went to LinkedIn as creator accelerator program. So

Exactly. Thank you. Clarene. Yeah, I'm open to any tips that you have. I'm always working and trying to revise my profile. I do use the featured page. I haven't asked for recommendations, but I do have endorsements.

**Clarene Mitchell**

So let me address that now. But then I want to Okay, so let me focus first on what you said as far as endorsements. And I should put a disclaimer is all about what I say is per me, and that's why I love that I'm an independent business owner versus working directly from LinkedIn, because I know the platform based on the use from a user perspective versus their internal policies. And I'm gonna say what I say based upon what I know to be true in reality endorsements don't have as much weight as recommendations. People have to put thought into writing recommendations and generally those are people who have worked with you. Were in the audience when you gave a TEDx talk or whatever the case may be, and it provides more quality more substance to them endorsements, endorsements, anyone I have people who do endorsement drive bys, I call them when I go through my profile, and they're endorsing me like gangbusters and I don't even know them. They don't know me, but they're trying to get some clout from me or try to get some attention from me, because they they see my network and my presence on the platform. They've never engaged with my content, because I pay attention to all that kind of stuff. They've never engaged with my content, but yet they're going through given me all these endorsements. So I would encourage you I said that to say I would encourage you to get recommended, especially for you as a founder. Like for me as an entrepreneur. I use recommendations on proposals lesson to contract you know, to companies, when I'm, you know, trying to develop a new partnership. I use them on my pitch shifts. I use them for other purposes. Once you get them you can use them and we want to have stuff when we before we need them so we stay ready so we don't have to get ready. So being able to have plus when I'm doing my sales calls, I direct people at the end especially those who really seem like they're on the fence about doing business with me, I direct them to my recommendations, because they can see directly what my clients have said about the impact that they have working with me.

**Zaakirah Muhammad**

And I want to add that what I have commendation for is, you know, my speaking experience come from having a podcast so a lot of times I connect with my podcast guests on LinkedIn and ask them to leave a LinkedIn review rather than necessarily a podcast review but a LinkedIn review because that then don't just show let other people know what is my experience when it comes to eventually workshop and eventually motivated and if that's what it looks like Memorial Park. That is a goal that you want to be able to do be able to speak on your expertise in travel blogging, so I definitely want to recommend asking people who you've already worked with people who are already in your travel network to leave those recommendations.

**Clarene Mitchell**

And they go right at the bottom of your profile. We don't put on their LinkedIn put some there. There's a process you go through to request them or people get this on their own, but linked in places on the platform are probably the very bottom.

Okay, I think I've always been I have these on my media kit, but I always work conveniency that people that you're asking for a favor and so like in addition to this special one through LinkedIn, you know,

**Clarene Mitchell**

if they've already provided you one, they can literally copy and paste it where it's no it's not much more work for them. It's just that process and a lot of times I start on LinkedIn first because then is there and then I can use it for other purposes again.

I love that. Thank you. Well,

**Clarene Mitchell**

that was like neon sign to me. I don't believe well let me look on here. You don't have a company page on the platform. That's right. Okay. And you've been in business for seven years. Are you a full time business owner?

Yes, Jen on the jet planes and LLC.

**Clarene Mitchell**

So I really encourage you to have a company page. It'll legit for one the easiest part of it is it legitimizes your business, because on the platform when people look at your profile, because next to or to the left of your the entry where your founder Adyen on a jet plane, there's no logo is that default? You know in book author one, the speaker on travel writer, and some of these and I'm just looking quickly may be combined but having a company page it gives legitimacy because you can have that logo there. Then it really the company page really can work at least for me. I use it as my website because it serves that purpose.

Is that an easy thing to start?

**Clarene Mitchell**

Most definitely it is a very easy thing to start and then maintainer don't just started to this logo was there and is created but being able to maintain it. I cultivate my obviously or be on my company page because those are the ones who are more specifically interested in my what I do as a business person versus all the 8000 or whomever people I'm connected to on my profile. And so I kind of have more exclusive information that I have, or information in a different kind of way or my company page. So it's not just to create it but to maintain it as well.

Okay, perfect. I'll put that on my to do list. Thank you.

You're welcome.

**Zaakirah Muhammad**

You're welcome. Now I thought I thought we have about five minutes left or so I believe. I saw Randy's hand to ask a question if I saw that correctly. Or collodion Are you able to bring him on the stage?

**Clarene Mitchell**

Okay. I don't know if it was his hand is up again.

**Zaakirah Muhammad**

Are you able to okay okay, hey, yeah.

Yeah, I was I was just wondering about Jen about the TED Talks and things like that, like, you put on a page and if he wasn't about the company page, how do you correlate the business without having like, a business page? How do you do that?

**Zaakirah Muhammad**

Well, I think if I understand the question that make the LinkedIn company paid, it basically is as if you're speaking on behalf of your company, like you or your company. Did that answer your question? You kind of went over there because if you were to use, you know the name of your conscience media versus using your profile as Randy Brown about your question.

No, no, no, no, what I was saying is like I'm looking because I was listening to how you were talking to Jen about her not having that but she but her having the ability to use LinkedIn pays as like her her like that company page.

**Zaakirah Muhammad**

Oh, yeah. Okay, so we were looking at Gen pop out. Yeah, we were looking at doing profile and also at the same time, yeah, yeah. And so you mentioned I mean, coming complimented you on already having your logo set up. Jen did not have that Gen does not have that. So there was a suggestion to you know, start utilizing it that way.

**Clarene Mitchell**

So let me just say that and I don't know if we're going to get more results from our personal profile. People are more apt to do business with people they know. They are able to connect with us at a deeper way or different way from our personal profiles. So it's very important to prioritize the personal profile for that purpose. But legitimacy why having a company page as well? is important. And again, from my perspective, and this is just me, I no longer have a website just because I use LinkedIn comprehensively with all the features that they have. So it didn't serve my purpose financially or timewise. To have to continue to maintain a website and then maintain my company. page as well when it did serve the same purpose.

So I think kind of like my question is a scope of so she creates a company page is just like since I created it, you said you are replacing your website. I will replace my website because I got some ideas like what you were saying about because I want to do I want to do I wanted to do contribute contributed from my page. I want as many people to contributing from I guess now you're saying about LinkedIn has this page I wanted I wanted people to do that from my from my website, and then

**Clarene Mitchell**

I'm not I'm not like saying you need to get rid of your website. I'm talking about what I do. That's all

I got. I have a lot. That's why I'm like you let me in. This might be heading to a whole nother time. Yeah, definitely appreciate everything today.

**Clarene Mitchell**

All three of you. You'll see on my profile where you can schedule time with me. So schedule time to do an introductory session and then we'll see where we can go from that. I want to at least say one more thing with Jim. You Jr, travel writer, public speaker, author and all of that, but you've not published articles and I'm curious as to why.

How so Clarene Clarene Excuse me,

**Clarene Mitchell**

so no worries. I'm looking at your activity section. And when I go to your activity section, I see no articles. Excuse me, I see that you have no history or portfolio of articles that you publish on the platform or even a newsletter. And so I'm just curious.

So I freelance write articles and I share those in posts. Are you saying that there's a way to share them in the activity session or to make specific articles and newsletter content just for LinkedIn. So

**Clarene Mitchell**

one, you can repurpose, so if you're already publishing them somewhere, you can repurpose a purpose on LinkedIn. Or you can create fresh articles on the blackboard so when you get time to get my activity section, and you'll see there's a tab for articles where you weren't on early in the discussion, but that's a part of the platform or an aspect of the platform is how I fell in love with LinkedIn by publishing articles back in 2016 and 2017. And having that as the way I've built my brand, my presence on the platform to publishing articles, you can actually publish articles on the platform.

Okay, yes, I do see that section now under your activities, and I see a lot of articles that you've written. I think from the hesitation has been in the same way with contributing to LinkedIn articles where they've asked me to edit or add my contribution on certain things. I've I'm sorry,

**Clarene Mitchell**

never to gender. I can never say the word Zaakirah

**Zaakirah Muhammad**

I know it's like, yeah. Yeah, like a collaborative post, basically.

Yeah. The collaborative articles. Yeah. Yes, ma'am. And so with those,

I think because I am a solopreneur. I always feel like my to do list is 150 Things

like a low on the list. Because I don't feel like they're immediately able to be monetized. And so because of that they've been left, lower on my priority list. But I appreciate that. You're saying that maybe it's something I should look into.

**Clarene Mitchell**

Maybe and I get it because I'm a solopreneur as well and I'm always trying to be strategic with my time because you gotta pay the bills, right? Maybe if not, you know, a newsletter because then that's more regular, maybe just an article once a month or once a quarter, just so that you have that depth in your, your LinkedIn profile your activity section. Because again, you're an author, you're a writer, you're a speaker. So what I would naturally think would be something that should be a part of your profile, isn't there?

How many words approximately, are you making your articles?

**Clarene Mitchell**

My minimum, and this is just me 500 words, which isn't a lot as a writer.

**Zaakirah Muhammad**

Yeah, I think that's my minimum to and actually doing what I would share with you and I want to know that we are coming up to the top of the hour. What I want to share with you also is like you shared that you already do share posts of hey, I wrote this article. Check it out. My tip for you is to add those to your highlights. When you want to add a post that you have made in your past, you can go back to your history and feature or highlight those and you know that way you're still building your brand, you know presence and so I think we'll just would get rid of Clarene You start with your call to action how can people continue to get these audits from you?

**Clarene Mitchell**

Oh, well, I want to welcome Brian he came. Thanks for tuning in and joining us, Brian. And thanks, Jen and I hope this has been helpful to each of you. Um, so to my profile like if you're not already connected to me, send me a connection invite. So Jen, I just did yours already except to George Ramstein. But so now we're connected but if you I'm always shared LinkedIn tips will probably on a regular basis one also I do on LinkedIn live show every month at 6pm Eastern time. It is calm LinkedIn News Digest and insights with Clarene. And what I do is I give a rundown of top LinkedIn news from the month and my share my insights and whatever else is on my mind at the time. So you'll see past ones you can go look at the replays in my activities section to see what I'm talking about or how the show runs. That's a LinkedIn live event, not an audio event like this one. But at the top of my profile, I offer complimentary 30 minute zoom sessions where I give pretty much as I got given to Ramsey a high level overview of your LinkedIn profile, and then put out my services as well.

Thank you so much.

**Zaakirah Muhammad**

Before I I'm gonna just let Brian come up really quick. I know. We're, we're about to wrap up. But Brian, do you have a question or feedback? Not an audit kid we're about to do you have a question or feedback, you're allowed to unmute yourself

just wanting to just myself. So since I'm here, Brian, and I'm an artist and photographer and also have MBA. So in it so we'll talk later about that but generally speaking, glad to be here. I heard some of the great information. Also love LinkedIn for business to business, especially networking, but I'm having a hard time as I'm looking for a tech job now. Most of my profile is very much so our mental health and photography really hard to kind of, you know, split that up like that. And then once again, I heard everything else you guys we're saying and kind of so appreciate your time.

**Zaakirah Muhammad**

Thank you for joining that. But yeah, I've taken a look at your profile and now I'm gonna follow you as well and that means it's time to change that but you know, being able to be a truck driver, my dad was going for 18 years and they've acquired a lot of creativity. So you're on the right track. And so for me, I also help entrepreneurs to master their message and master mindfulness. You know, it's a lot to be able to be an entrepreneur and so I help entrepreneurs to confidently tell their stories on social media, or just digital marketing overwhelmed especially we talked a lot about how you're going to post your own articles and make your own email list and things like that. So be sure to check out my profile as well. But I also have a podcast I've had about today international podcast day and I have had about 99 podcast episodes. So most of the topics are on entrepreneurship but also on lifestyle. And also I have a couple of solo entrepreneur solo episodes you know about my journey being an entrepreneur. So definitely continue to continue staying in touch. And any final word clean. Like this should be some kind of part two because this has been really, really interesting to let us know where people are at and you know, when it comes to their LinkedIn journey.

**Clarene Mitchell**

It just reaffirms for me more than I do the value that my business day. It just reconfirming of that. Um, thanks again, everyone for tuning in. We're here and I organized this you know, just never know if it would resonate with other people or not. So it's great to know that it was of interest and you tuned in and it's been helpful. My closing word is leverage lean into linked in there is so much supply for now, without having to pay for it how long that will continue to be I don't know. So being able to lean all the way in and leverage the organic nature of the platform. It is a social selling platform meaning it's about relationship building, authentic networking relationships, that's where you're gonna get your results from which people allow time to give up because that takes time. Right? Just like in romantic relationships. You don't go to third base or whatever right away right it takes time. You have to build cultivate the relationships. The same thing is true on LinkedIn. So when you put in the work, you're gonna get the results. I guarantee you that and as I shared earlier, my example my the opportunity I got from the New York City magazine, it's you just never know things you would never anticipate that will come once you design your brand and effectively consistently use the platform.

**Zaakirah Muhammad**

Absolutely. And my ending reminder is to tell and own your story. You're on the right place right now. You know, with all of the changes happening in the creative industry, you know, to be able to own your your stories and you know, LinkedIn really is not going into it when x until they figured out what they're doing. It's going to continue to cause problems. But you know, LinkedIn is really the next big thing and definitely utilize it to network like Clarene said it will also tell your story. You have so many different methods of being creative of communicating on LinkedIn and I can't wait to see what you do with it. So but that means that I say overnight, what do you say? Clarene

**Clarene Mitchell**

I do as well. So thank you everyone. And like she said, I'm looking forward to seeing you rise up on LinkedIn and really on your brand's

**Zaakirah Muhammad**

recommendation it will be ODM or post impact either one of you soon.

**Clarene Mitchell**

Thank you. Take care everyone.