

Credits:
Webinar for journalists and communicators in Spain
Editorial team LinkedIn in Spain: Virginia Collera y Marina Valero.
October 2020.



Our mission is to show you

How much today? How much tomorrow?

 www.andreacortes.com.co

 [/camaraderia-en-linkedin](https://www.linkedin.com/company/camaraderia-en-linkedin)



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LinkedIn Data



706 millions.

Members



50 millions.

Companies
and editors



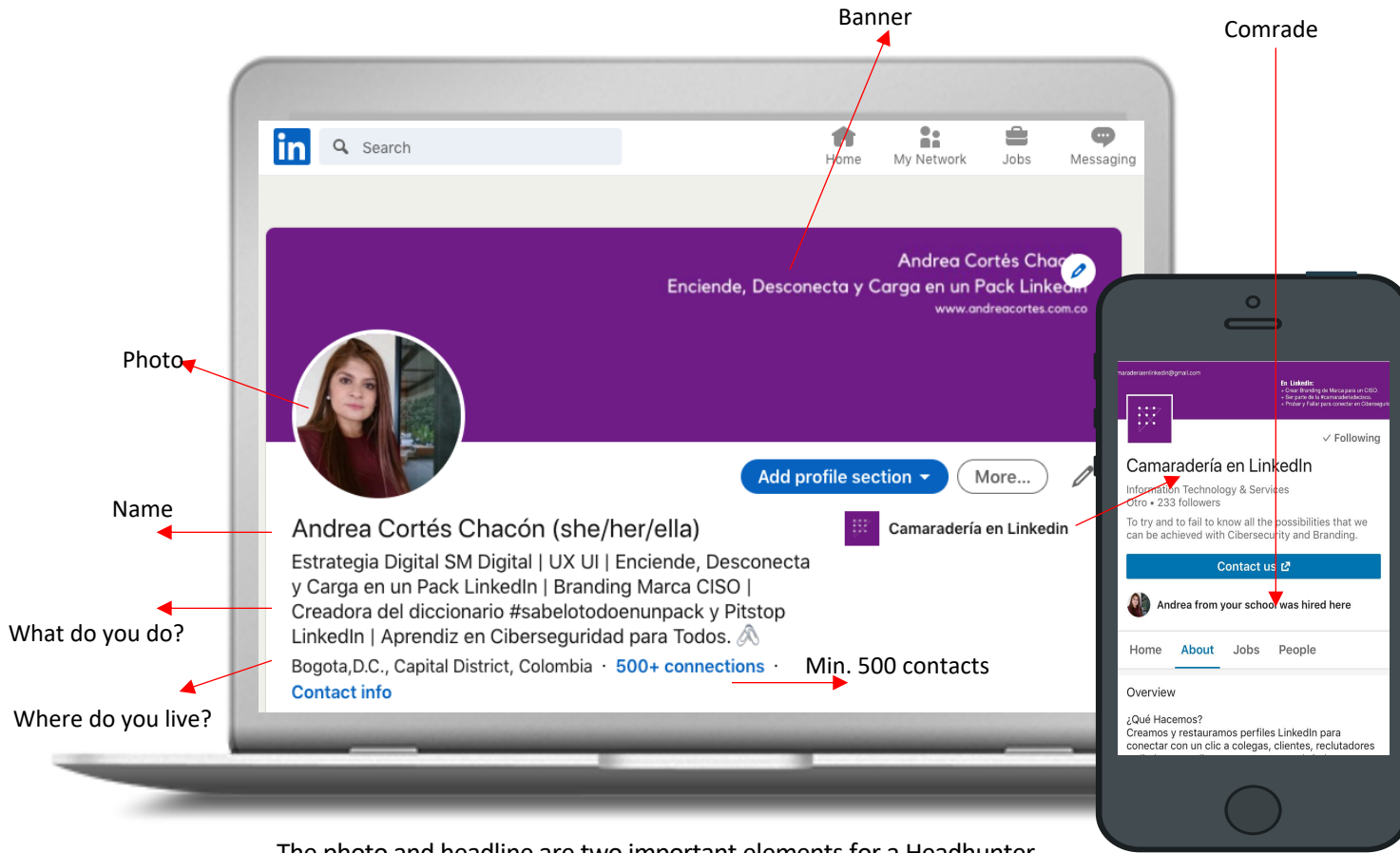
47 millions.

The daily news
summary



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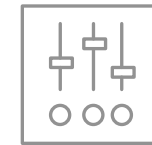


The photo and headline are two important elements for a Headhunter. Imagine that the headline is your professional micro-story, therefore use keywords in order to define what you are currently doing.

LinkedIn Profile



Photo and Banner



Headline



One minute pitch (About)



How much today? How much tomorrow?

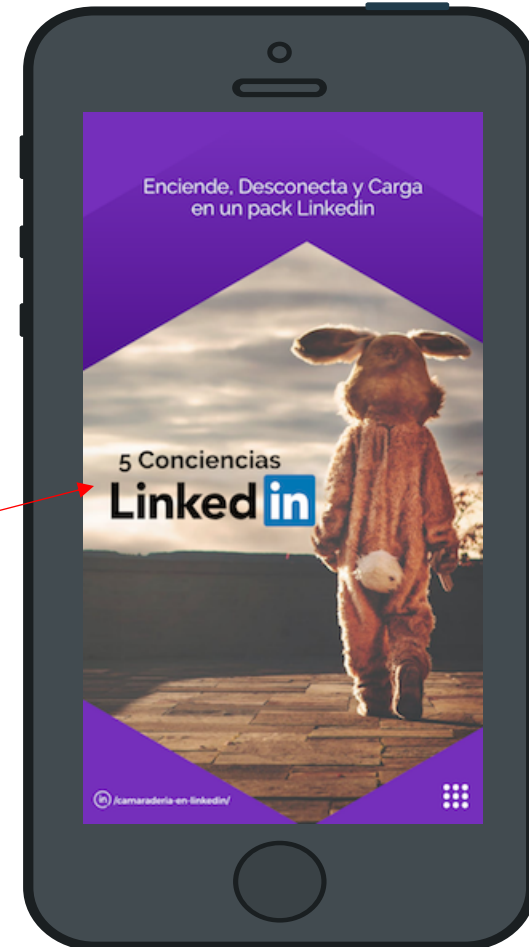
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What is a LinkedIn Story?

It's a new exclusive communication channel for the LinkedIn App. The users on LinkedIn can share their moments 24 hours a day (images and videos) from the top row of the main screen of the App.

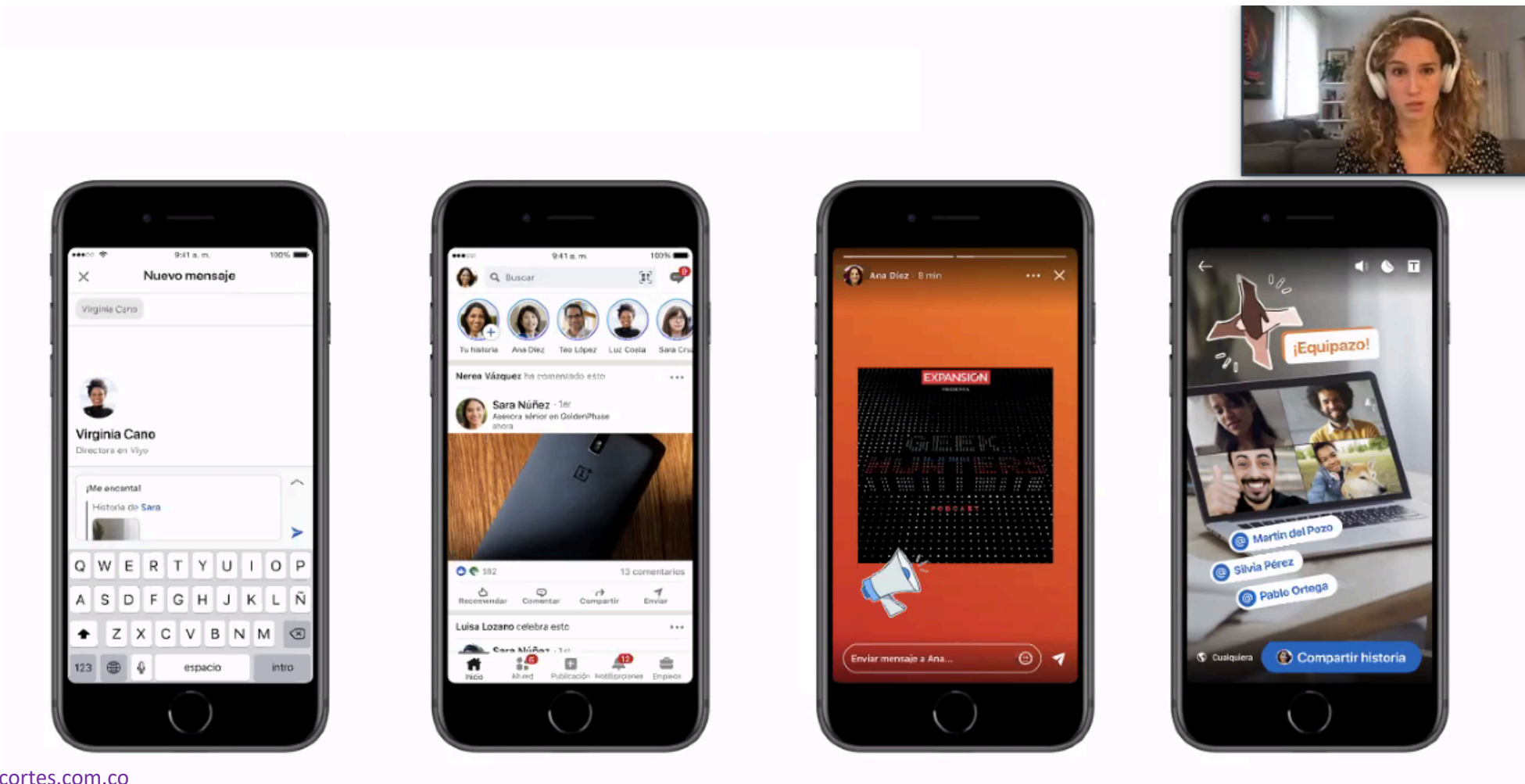
You can:

- Upload an image or video of up to 20 seconds.
- Add a sticker or text.
- Answer the question of the day.
- Mention users with @.
- Show your professional day to day and improve your personal branding.



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Step by step on LinkedIn

1. Download the app on your cellphone. First, check the security policies in order to activate the permits of your camera, sounds and photos. Remember, this information is sensitive.
2. Click on the circle with your photo in the upper left corner to get started. Your story on LinkedIn will be available during 24 hours. *(This applies to your profile or company page).*
3. In order to update a new post, access your published story and click on “New story” in the lower right corner.

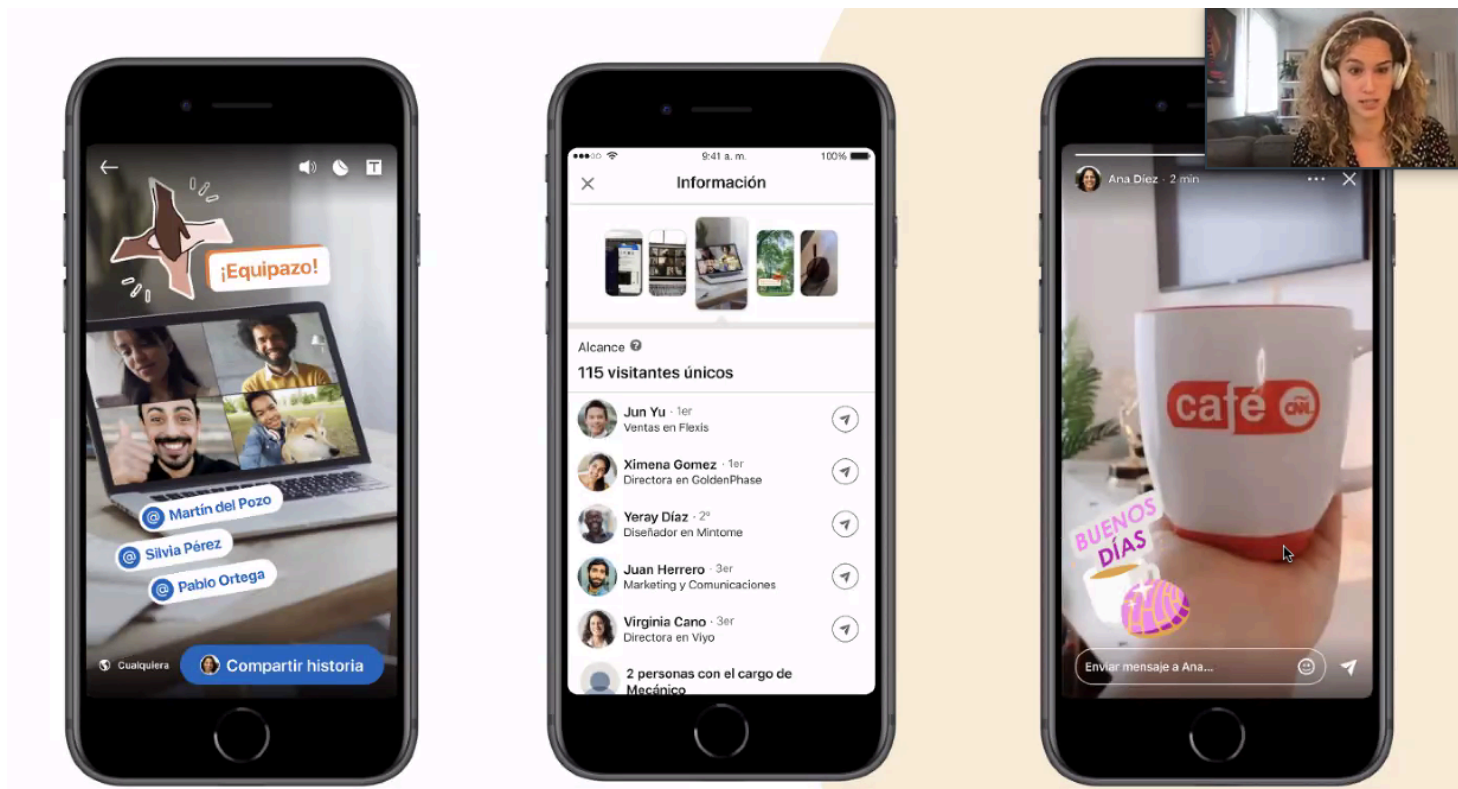
Advice. You can see the number of views of your story on the left side of the screen and by clicking on it, you can see who has seen it.



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LinkedIn Stories



Do's and Dont's on LinkedIn

1. Post content based on a relevant professional context.
 2. Produce educational and constructive content.
 3. Give a personal and authentic touch when you speak about your professional moments.
 4. Post about topics and news that encourage the conversation and amplify the voice of the employees. This way we can improve the digital strategy of the Company.
1. Stories with private moments.
 2. Inappropriate content that compromises any current or future professional opportunity.
 3. Spam.
 4. Exposing sensitive data that may affect the Cybersecurity of people, companies, organizations and enterprises.



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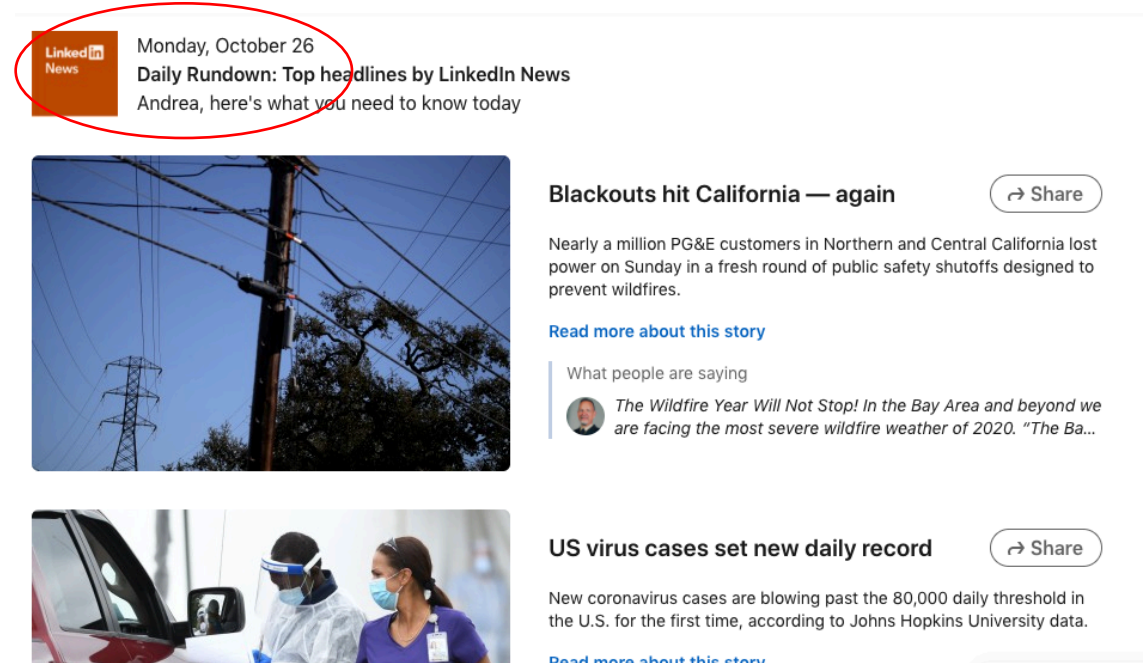
Daily Rundown on LinkedIn

You can obtain the latest news and views through the following characteristics:

1. Daily Rundown news.
2. Today's news and views.
3. The most viewed courses today.

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The screenshot shows a LinkedIn news feed. At the top, there is a header for "Monday, October 26" and "Daily Rundown: Top headlines by LinkedIn News". Below this, there are two news items. The first item is titled "Blackouts hit California — again" and includes a share button. The second item is titled "US virus cases set new daily record" and also includes a share button. The "Daily Rundown" header is circled in red in the original image.


Monday, October 26
Daily Rundown: Top headlines by LinkedIn News
Andrea, here's what you need to know today

Blackouts hit California — again → Share

Nearly a million PG&E customers in Northern and Central California lost power on Sunday in a fresh round of public safety shutoffs designed to prevent wildfires.

[Read more about this story](#)

What people are saying

 *The Wildfire Year Will Not Stop! In the Bay Area and beyond we are facing the most severe wildfire weather of 2020. "The Ba...*

US virus cases set new daily record → Share

New coronavirus cases are blowing past the 80,000 daily threshold in the U.S. for the first time, according to Johns Hopkins University data.

[Read more about this story](#)

<https://www.linkedin.com/news/daily-rundown/>
<https://www.linkedin.com/showcase/linkedin-news/>
<https://www.linkedin.com/learning/>
<https://www.linkedin.com/showcase/linkedin-member-guide/>



iThx!

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Branding and Cybersecurity
in a single LinkedIn pack.

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(+57) 318 5529178



camaraderiaenlinkedin@gmail.com



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