



Association of Member
Nominated Trustees

A Trustee's guide to LinkedIn

*How to join the
Trustee debate
on social media*

LinkedIn



branding and
communications



A LinkedIn Group introduces the opportunity to strengthen connections with like-minded individuals.

AMNT have created their own LinkedIn Group, which will function as a private space to interact with AMNT LinkedIn members; with whom you can share your challenges, skills and experience.

A circular logo with a light blue background and the lowercase letters 'sjw' in a dark blue, stylized font. The 's' is a cursive script, while the 'j' and 'w' are more blocky and modern.

sjw

Signing up to join LinkedIn:

1. Go to LinkedIn's sign up page.
2. Type your first and last name, email address, and a password you'll use.

Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed.

3. Click 'Join now'.
4. Complete any additional steps as prompted.

The screenshot shows the LinkedIn sign-up interface. On the left is a registration form with the following fields: First name (Jane), Last name (Smith), Email (janesamanthasmith@gmail.com), and Password (6 or more characters, masked with dots). Below the form is a blue 'Join now' button and a link for 'Already on LinkedIn? Sign in'. On the right is a sidebar with three benefits: 'Start your professional profile' (Set yourself up for success), 'Connect with people you know' (Keep in touch and find opportunities), and 'Find news and insights' (Get inspired in your career). At the bottom of the sidebar is a 'Sign up faster using your Facebook account' section with a 'Continue with Facebook' button.

First name
Jane

Last name
Smith

Email
janesamanthasmith@gmail.com

Password (6 or more characters)
.....|

By clicking Join now, you agree to LinkedIn's
User Agreement, Privacy Policy, and Cookie Policy

Join now

Already on LinkedIn? [Sign in](#)

Start your professional profile
Set yourself up for success

Connect with people you know
Keep in touch and find opportunities

Find news and insights
Get inspired in your career

Sign up faster using your Facebook account

f **Continue with Facebook**

LinkedIn Corporation © 2015

Importing your network:

Now that you've signed up, you can get your LinkedIn network off to a flying start. You will be asked to enter your email address so that LinkedIn can import your address book, find those you know on LinkedIn and then list them as suggested connections.

1. Type your email address into the space provided.
2. Click 'Continue'.

Note: *This will give LinkedIn access to your address book and if you're not comfortable with that then decline this step, you will still be able to search for connections easily, especially after you join AMNT's LinkedIn group.*

See who you already know on LinkedIn

The fastest way to grow your network is to import your contacts

Continue

We'll import your address book to suggest connections. [Learn more](#)



Creating the perfect profile:

There are more than 350 million professionals using LinkedIn. To stand out you need to create the perfect profile. Here are a few tips to help you do this....

Name
Include your first and last name.

Headline
This is the most important part of the profile. Be creative and include key words which will make it easy for others to find you. Define your industry and your role.

Profile photo
Your profile photo is your digital first impression, place a neat portrait here and make sure that you're recognisable.

URL
Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

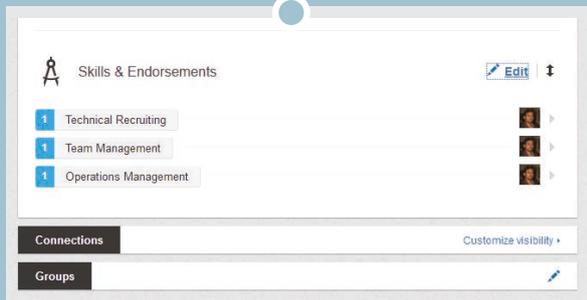
Adding a profile picture can result in 14 times more views

Background
Include your present and future ambitions, along with other points of contact.

Experience
Include past experiences and current roles in detail.

68% of members use LinkedIn to reconnect with past business associates

66% of companies will hire based on experience




Skills & Endorsements
 This section allows you to prove your worth through the endorsements of others. List your skills here, then other LinkedIn users can evidence them.



Including skills on your profile can result in 14 times more views 



Make the right connections
 Being able to connect with the right people on LinkedIn is an important skill. Your invitation to connect should be enthusiastic but stay concise, remember that you are limited to just 300 characters. Be strategic with who you connect with; whether it's with co-workers, clients or customers.

Completing your profile
 There are 5 levels to attain 100% profile completion or 'All-Star'.



Star Expert Advanced Intermediate Beginner

Completing your profile gives you an 'All-Star' status, LinkedIn themselves state that this boosts the likelihood of someone being able and interested to connect with you forty fold.

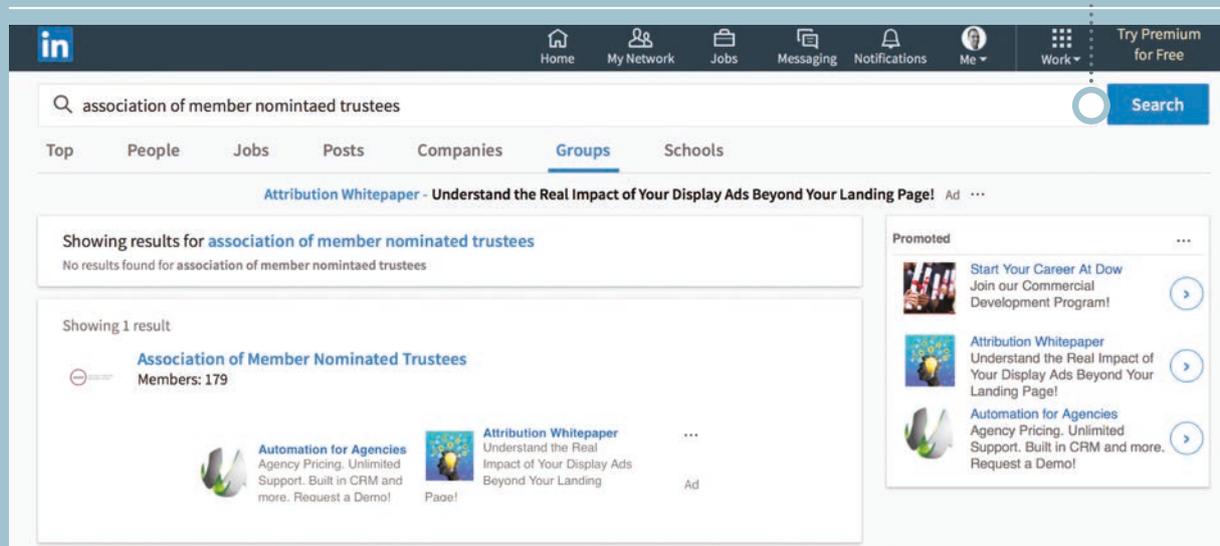


Only 51% of users have 100% completed profiles 

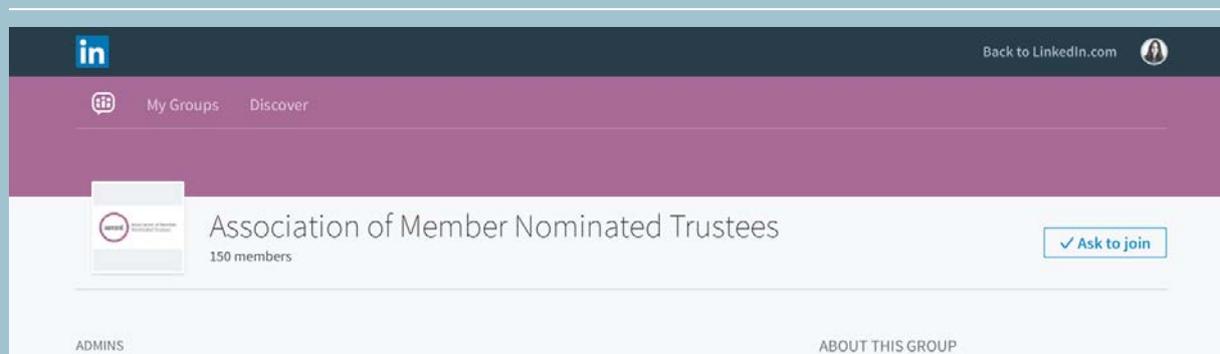
Joining the AMNT group:

Now it's time to become a member of AMNT's LinkedIn group:

1. Type 'association of member nominated trustees' into the search bar.
2. Out of the seven categories available, make sure you've selected 'Groups'.
3. Click 'Association of Member Nominated Trustees', shown here with their logo as the group profile picture.



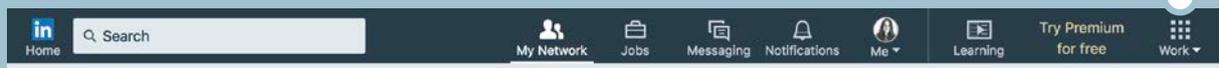
4. Click 'Ask to join', your request will then be processed and accepted.



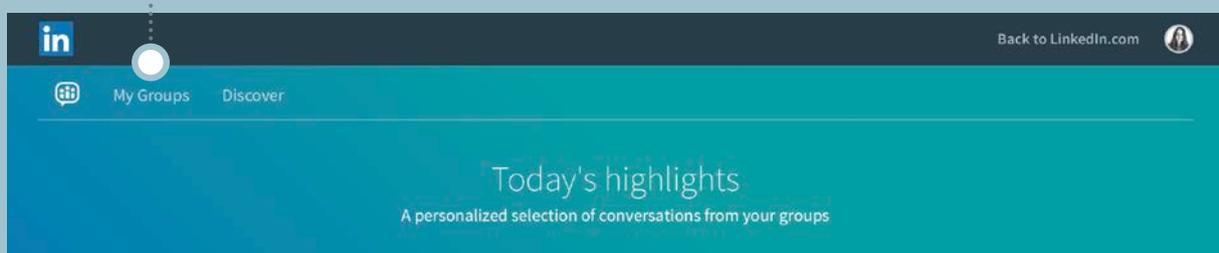
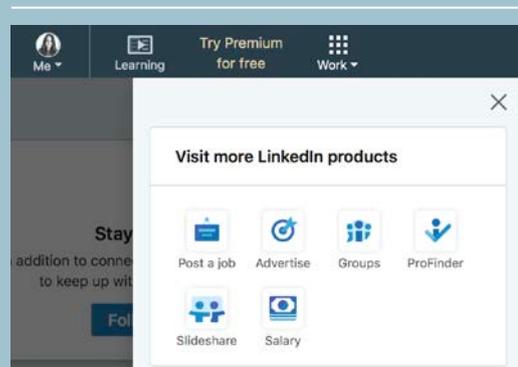
All done! You are now a member of AMNT's LinkedIn group for Trustees.

Managing your Groups:

1. To find AMNT's LinkedIn group later on, or any other groups that you join, look along the menu icons for 'Work'. This icon is seen here, placed at the very right-hand side.



2. Click on the 'Work' icon and a sidebar appears.
3. You then need to select 'Groups'.
4. This will take you to a feed of posts and conversations, made up only of the groups you are a member of. To view a list of those groups, select 'My Groups'.

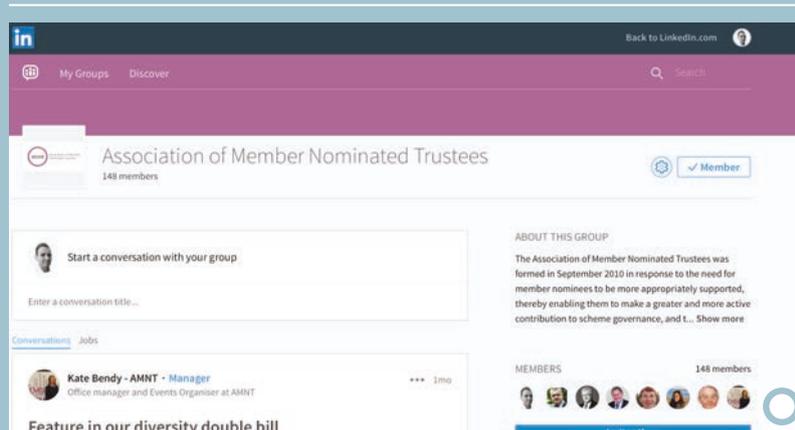


Note: AMNT's LinkedIn Group will not appear until your request to join has been accepted, this may take up to a week.

Inviting other MNTs to join:

Once you're a member of AMNT's LinkedIn group, feel free to invite the MNTs you know to join too.

1. Navigate to AMNT's group homepage by following the steps shown on the previous page, 'Managing your Groups'.
2. Underneath the 'About this group' section, there is a 'Members' section.  Click on 'Invite others'.
3. Type the names of whom you'd like to invite and select their profiles.
4. Click 'Send'.



The benefits of joining the AMNT group:

By joining the AMNT group you'll be able to show off your own knowledge whilst learning from others. You can use your expertise to help those who need support. Join the AMNT group now and start enjoying the benefits:



***Strengthen
connections***
with individuals in
an exclusive forum



***Send members
of the group***
direct messages



Submit your blog,
posts and articles



Comment
on discussions
within the group



Start relevant
discussions within
the group



Meet others
who have knowledge
about your industry

Who created this guide?

We are SJW Branding, we help our clients to modernise their communications by using today's techniques to engage tomorrow's consumers.



> **Stephen Willard**
Brand Strategy

I am responsible for the strategic aspects of our service, ensuring that our client brands have a clear philosophy and that they deliver into the business. I tend to focus on the high level positioning of a proposition as well as the deployment of tactics.

I do...

The thinking things. I like plotting strategies and anything to do with consumer behaviour.



> **Caroline Welsh**
Head of Creative

My role is to ensure that our client brands and communication materials are visually engaging, consistently branded and that they stay on message. My skills expand across identity design, marketing literature, online and social.

I do...

The creation bit. I love to design and turn good ideas into intelligent solutions.



> **Katie Baxter**
Creative Communications

I bring knowledge and structure to the team. Having been a successful designer for nearly 15 years, I know exactly how to transform ideas into scalable brands and campaigns, and the systems required to get there.

I do...

The making it all happen bit. Implementation is my focus, particularly for the large, strategic projects.



> **Merlyn Jeffery**
Creative Communications

Creativity runs through everything I do, whether it be exploring a new concept, creating campaign messaging or building a design. I focus on the design communication, particularly identity, websites, layout and illustration.

I do...

The support work, developing our designs and creating icons and bespoke graphics.



More

For further information

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