



PRCA presentation  
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Cristina Hoole  
European PR and Marketing Director

So...

How LinkedIn are you?



## Things you might not know about LinkedIn.....

- Largest professional networking site
- 50+ million members globally (12 million in Europe)
- Growing at one new member every second!
- Almost 3m members in the UK
- One in three London professionals are now on LinkedIn
- We have executives of every company on the FTSE 100 and Fortune 500
- The average LinkedIn user is 41
- 81% of LinkedIn members are University educated
- Over 60% are decision makers
- 60/40 male female split
- Over 20,000 PR professionals just in the UK



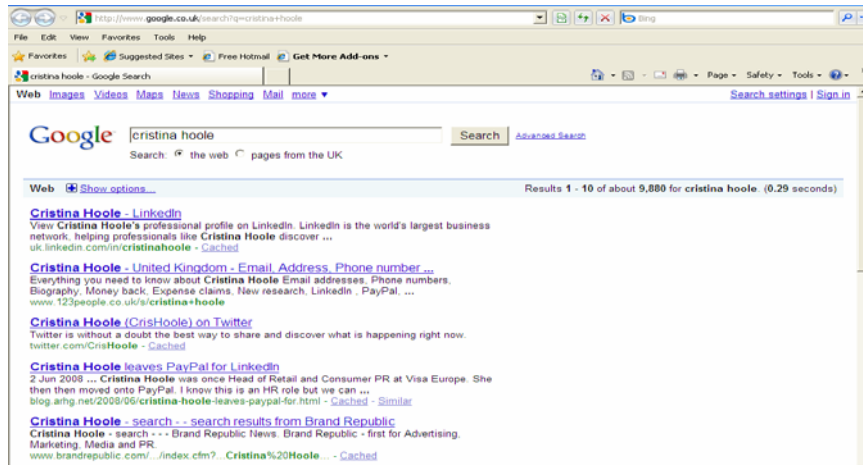
## Managing your brand online



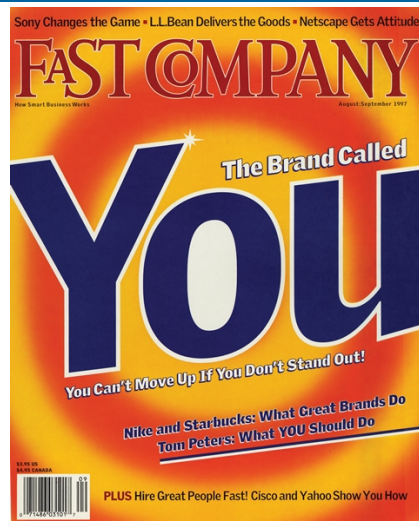
**When is the last time you Googled yourself?**



## Cristina Hoole- Google results



## Brand You!



- Manage your online brand
- Maximise your network
- Use your personal profile to highlight your personal and company achievements
- Further your career
- Engage with key stakeholders
- Provide value add to your clients
- Make sure your company also has a presence



## Cristina Hoole- LinkedIn profile

The screenshot shows the LinkedIn profile of Cristina Hoole. At the top, it says 'People' and 'Go back to Search Results | Next >'. The profile header includes her name 'Cristina Hoole' with a '1+' icon and a profile picture. Below this, it lists her current role: 'Marketing and PR Director Europe at LinkedIn', location 'London, United Kingdom', and industry 'Public Relations and Communications'. A status update from 2 hours ago reads: 'Cristina Hoole is enjoying using the new Twitter integration on LinkedIn! 2 hours ago'. The profile is divided into sections: 'Current' (Marketing and PR Director Europe at LinkedIn), 'Past' (Head of Public Relations at PayPal, Head of Retail and Consumer PR at Visa Europe, Senior Account Manager at The Weber Group), 'Education' (Lancaster University, University of Westminster), 'Recommendations' (8 people have recommended Cristina), 'Connections' (362 connections), 'Websites' (My Company), 'Twitter' (NEW, CnsHoole), and 'Public Profile' (http://uk.linkedin.com/in/cristinahoole). On the right side, there are action buttons: 'Send a message', 'Recommend this person', 'Forward this profile to a connection', 'Search for references', and 'Save Cristina's Profile'. Below these is a 'Report profile photo as...' link. A sponsored advertisement for 'The LinkedIn Business Awards in association with Cisco WebEx' is visible, with a 'Find out more' button. At the bottom of the profile section, there is a 'Contact Information' dropdown menu. The LinkedIn logo is at the bottom of the page.

## Making the most of LinkedIn



- Tap into your network and the people that they know
- Over 800 UK journalists are currently on LinkedIn
- Make sure you connect with them, keep in contact and engage them
- Use LinkedIn to learn more about them and what are the areas they are focusing on
- Get introduced to them by others in your network
- Track their career moves
- Source case studies
- Highlight your client work



## How journalists are using LinkedIn



- Building their personal brand
- Finding experts
- Developing ideas for stories
- Testing features
- Sourcing case studies
- Confirming rumours
- Reaching out to executives directly
- Qualifying pitches
- Staying relevant
- Networking outside of their specific industry
- Showcasing their work



## Declan Curry- journalist profile

**People**

**Declan Curry** 2+

Presenter, Working Lunch, BBC2 :: Business Presenter, BBC Radio 5 Live :: Prev. Business Presenter, Breakfast, BBC1

London, United Kingdom | Broadcast Media

**Current**

- Business Presenter, BBC Radio 5 Live at -
- Presenter, Working Lunch, BBC2 at -
- Presenter & Contributor, BBC Northern Ireland at -

[see all...](#)

**Past**

- Contributor, World News Now at ABC News
- Business Journalist, BBC News at BBC
- Columnist, "Investors Chronicle" at Financial Times Business

[see all...](#)

**Recommendations** 6 people have recommended Declan

**Connections** 500+ connections

**Public Profile** <http://uk.linkedin.com/in/declancurry>

**Business Presenter, BBC Radio 5 Live**

Broadcast Media industry  
May 2009 – Present (7 months)  
Business updates on "Drive". 4pm-7pm.

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**Presenter, Working Lunch, BBC2**

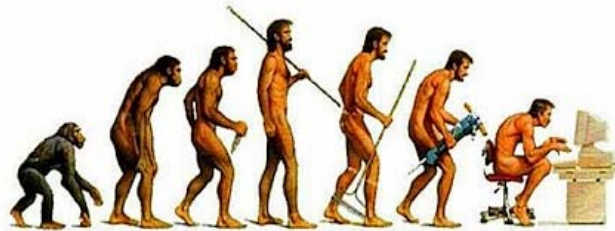
Broadcast Media industry  
2008 – Present (1 year)  
Further programme credits below:  
Declan has 1 recommendation (1 partner) including:  
[Neil Henderson](#), HEAD OF BROADCAST AND NEW MEDIA, THE RED CONSULTANCY

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**Presenter & Contributor, BBC Northern Ireland**

Broadcast Media industry  
2000 – Present (9 years)  
Presenter, "States of Mind", BBC One Northern Ireland.  
Presenter, "Up in Smoke", BBC One Northern Ireland.  
Contributor, "On the Brink", BBC One Northern Ireland.  
Contributor / Reporter, various programmes, BBC Radio Ulster.  
- including "Evening Extra", "Good Morning Ulster", "Talkback".  
Contributor / Reporter, various programmes, BBC Radio Foyle.





Stay relevant!



## Groups- IOD

Groups My Groups Groups Directory Create a Group FAQ

### IOD Institute of Directors - Members Only

**IOD** Welcome to the IoD. This is an exclusive networking group for director level professionals. From here you can meet, network and share ideas with your fellow members from across the globe. Please note, you must be an IoD member in order to join this group.

[Join Group](#) [Share](#) [Report as...](#)

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**Group Members in Your Network**

- Alan Dick**, Partner at Forty Two Wealth Management LLP  
Glasgow, United Kingdom
- Richard George**, European PR manager at LinkedIn  
London, United Kingdom
- Dennis Hall**, Owner, Yellowtail Financial Planning Limited  
United Kingdom
- Cristina Hoole**, Marketing and PR Director Europe at LinkedIn  
London, United Kingdom
- Henry Clifford-Jones**, Director of Advertising Europe at LinkedIn  
London, United Kingdom
- Kevin Eyres**, Managing Director Europe at LinkedIn  
London, United Kingdom
- Kevin Ireson**, Business Development Manager at OfficeTeam  
Leeds, United Kingdom

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**About this Group**

**Created:** July 10, 2008  
**Type:** Professional Group  
**Members:** 4,901

**Owner:** Tim Johnson  
**Managers:** Gary Hobbs and Mark Jaeger

**Website:** <http://www.iod.com>

This group has been verified by LinkedIn.

**OFFICIAL**



## Events page

### Events

Events Home Find Events My Events Add an Event

#### Search Results (36)

Sort by: Relevance

**DEC 7** **Digital Marketing and Online PR Training Workshop**  
Dec 7 to Dec 7, 2009  
The PR Training Centre, London, GREATER LONDON, GB  
Keywords: Digital Pr Training, Online Pr Training, Social Media, Public Relations Training, Pr Course, ...  
Practical one-day Workshop designed to provide a toolkit for busy marketing and PR people, SME's and freelancers who need to get up to speed in all Social Media, Online Marketing and Digital PR techniques - keyword strategies, social networks, Twitter, blogging, RSS feeds, viral PR, identifying th...  
0 connections | 1 attending | RSVP

**NOV 30** **PR: Not just for the big boys**  
Nov 30 to Nov 30, 2009  
Tiger Tiger, Leeds, LEEDS, GB  
Keywords: Pr, Public Relations, Workshop, Press Releases, Chocolate Pr, ...  
In a bid to help SME's harness the power of PR, Chocolate PR is offering an interactive workshop to show that PR is not something only large corporations use. This introductory workshop will give you the chance to understand PR in an inspiring and creative environment, leaving you feeling motivated ...  
0 connections | 2 attending | RSVP

#### Search Events

PR Search

Reset search filters

Date:

- All Upcoming Events
- Within a Week
- Within a Month
- Within a Year
- Past Events

Near:

- Anywhere
- Specific location:

UK  
e.g. "New York, NY"

Event Type:  
All

Add an Event





## Company Buzz


### Company Buzz


Topic: linkedin Showing 1 - 10


Search criteria: linkedin Edit half a minute ago

 Conéctate con nosotros también en LinkedIn.  
<http://www.linkedin.com/companies/630519> <http://bit.ly/08yF511>  
gen8020 | 1 minute ago | Share

 RT @IASB2BMarketing : LinkedIn 3m UK members , 53m members worldwide #b2bdigiforum  
priteshpate9 | 1 minute ago | Share

 Posting to linkedin, Facebook and Twitter all from @Hootsuite . Scheduling works for all three too. Pretty sweet!  
swolfgang | 1 minute ago | Share

 James Mackinnear of LinkedIn on now #b2bdigiforum  
howdmedia | 1 minute ago | Share

 Check out Thomas International's new poll: <http://polls.linkedin.com/poll-results/46010/mgbyk>  
cloud11hr | 2 minutes ago | Share



# Amazon application

The screenshot shows the 'Reading List by Amazon' interface. At the top, there's a navigation bar with 'ReadingList by amazon' and links for 'FAQ', 'Feedback', and 'Browse More Applications'. Below this, there are tabs for 'Your Reading List', 'Network Updates', 'Industry Updates', and 'All Recent Updates'. The main content area is titled 'Updates From Your Industry' and features a search box for books to add to the reading list. A 'Tip: Industry Updates' box suggests sharing books with others. The main feed shows 'New Items from Professionals in the "Public Relations and Communications" Industry'. The first item is 'Seven Years in Tibet' by Heinrich Harrer, with a comment from Janice Gowes. The second item is 'For One More Day' by Mitch Albom, with a note from Preeti Gupta. The LinkedIn logo is visible at the bottom of the screenshot.

# Twitter integration

The screenshot displays the 'Network Updates' section in LinkedIn. A tweet from Nate Johnson is shown with a 'Share' button. Below the tweet, there are settings for sharing tweets to LinkedIn status. The 'Share your tweets in your LinkedIn status' section has two options: 'Yes, share all tweets' and 'Share only tweets that contain #in' (which is selected). An example tweet is provided: 'Working on a new blog post about increasing meeting productivity. #in'. The 'Twitter Settings' section shows the account 'linkedin' and the option to 'Add another Twitter account'. The 'Display your Twitter account on your' profile is set to 'Yes, visible to anyone'.

## You've got questions?



## We've got answers !

- **FACT:** There are over 600 questions posted on LinkedIn every day and over 3,000 answers
- Get fast, accurate answers from your network and other experts worldwide
- Showcase your knowledge, expertise, and interests by answering questions
- The answers you provide become part of your profile and demonstrate your expertise to your connections, potential business partners or employers
- Stay tuned on the latest in your industry and functional area



## Answers

A screenshot of the LinkedIn Answers page. At the top, there are navigation tabs: "Answers Home", "Advanced Answers Search", "My Q&amp;A", "Ask a Question", and "Answer Questions". Below this, the page is titled "Public Relations Questions" and has two sub-tabs: "Open Questions" (selected) and "Closed Questions". Three questions are listed, each with a question mark icon, the text of the question, and the number of answers and when it was asked. The first question is about PRmax, the second about closed social networks, and the third about governmental bodies using Twitter. On the right side, there is a "Browse" section with a "View All" link and a list of categories under "Marketing and Sales", including Advertising and Promotion, Business Development, Graphic Design, Mobile Marketing, Public Relations (highlighted), Sales, Search Marketing, and Writing and Editing. Below that, there is a section for "More questions in other languages" with links for English, German, French, and Spanish. At the bottom right, there is a "Subscribe to new questions in:" section with a button for "Public Relations".





- Showcase your company's expertise
- Make connections with clients, they can introduce you to your next account
- Get recommendations
- Track your clients career moves
- Offer your insight and help
- Use company pages , find out who you know and or how you can get to them
- Track prospects news and market buzz

## Company profile- ebay

**eBay** Last edited by Catherine Prosser (Specialist) 3 Business Account

About eBay Inc.

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the internet platform of choice for global commerce, payments and communications. Since its inception, eBay Inc. has expanded to include some of the strongest brands. [see more](#)

**Specialties**  
eCommerce, retail, internet

**Current Employees (500+ total, 6 in your network)**

- Robert Bassett, **Integrates Partnerships** through Jeff Frensdorff
- Christian Krenz, **Director Advertising International** through Cristina Hoole [See more >](#)

**Former Employees**

- Nico Posner, **Board Member / Trustee at Posner Wallace Foundation**  
Group Product Manager (to November 2005)  
through Kay Lus, Kirsta Carfield, and 2 others
- Matt Warburton, **Director of Community Management - Consulting at LinkedIn**  
Sr. Manager, Community Development (to March 2007)  
through Kay Lus, Kirsta Carfield
- Brent Bellini, **VP, Global Product & Experience at PayPal**  
Director, Corporate Strategy (to December 2002)  
through Cristina Hoole
- Victoria Biggs, **Director at Burson-Marsteller**  
PR Director (to March 2007)  
through Cristina Hoole
- Barbara Hoeppe, **EU Communications Manager at Mozilla Corporation**  
Corporate Communications Manager (to January 2007)  
through Cristina Hoole

**New Hires**

Eric Bill, **Vice President of Marketplaces Research**  
was Architect, Relevance and Ranking, AdCenter at Microsoft - 2 months ago

**Subsidiaries**

- Bank.com (an eBay Company)
- Bill Me Later, Inc.
- PayPal
- eBay SmartCall Applications
- Skype
- Half.com
- Shopping.com
- Stamps

**Career path for eBay employees before:**

- Microsoft
- Google
- Accenture
- Yahoo!

**Headquarters Address**

Berlin Area, Germany (382)

**Key Region:** San Francisco Bay Area  
**Industry:** Internet  
**Type:** Public Company  
**Status:** Operating  
**Company Size:** 15,200 employees  
**2007 Revenue:** \$7.572 mil (21%)  
**Founded:** 1995  
**Website:** <http://www.ebay.com>

**Customer Job Titles**

Software Engineer	8%
Manager	8%
Senior Software Engineer	4%
Staff Software Engineer	3%
Engineer	2%
Top Schools	San Jose St 4%
UW	0%
Median Age	32 years
Gender	Male 62%
	Female 38%

Sourced based on LinkedIn Data

## It's what networking should be...



### 5 minutes...

- Update your status
- Read your network updates
- Connect to someone you know

### 10 minutes...

- Ask a question
- Join a group
- Track the Twitter buzz of your company

### 20 minutes...

- Answer a question
- See what others in your industry are attending, reading, travelling to
- Find new business

Finally, it is always good to know might be looking at your profile...



## Case study

Christian Mahne, Head of Lansons Live



## Who am I again?

**LANSONS**  
Conversations

**Christian Mahne**  
Christian is Head of Lansons Live, our specialist digital and broadcast division. He will survey the vast still undiscovered continent that is online PR as well as the slightly better mapped country of broadcast. Joining Lansons in 2007 after 10 years as a television news journalist (job requirements – be nosy and like the sound of your own voice), he has been helping clients produce collateral and engage audiences directly ever since.

**LinkedIn**

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## What is valuable as a PR?

- Access to new thinking – ideally well presented (Slideshare!)
- A chance to contribute to the debate
- New Business opportunities through establishing expertise
- Briefings – research the reporters first & know your enemy!
- A personal brand – Get known, contribute to answers. Go out on a limb. (Take the personal URL option). Become visible.
- Joining Groups - extend your reach and discover new discussions
- Up to date profile – SEO yourself with keywords
- Contact with journalists

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## What do journalists need?

- Journalists need interviewees – either from their existing contacts or new people they can find (connections & introductions)
- Accessibility – is the data always available? (espec on the move.)
- The next angle – from searching Answers forums, posting questions, searching former company employees etc.)
- Efficiency – who has done my work for me? (Slideshare)
- Good background information – search profiles personal & company
- Create a personal brand – company brands like BBC and CNN are over-arching
- Their next job! Could be other broadcasters or in-house.
- Time horizons – most trying to find interviewee for that day – realistically that means mining existing connections

## I see crossover – so what should I do?

- Journalists ask it, PRs can answer it
  - PRs can gatekeep journalist contacts
  - PRs can help promote journalists through their articles
  - Journalists always want a plan B for when the ship goes down
- 
- NEXT STEPS
  - Add all the journalists you deal with
  - Add your clients – become the bridge between the two
  - Contribute to Answers and be findable as the “go-to” person for an issue

# So this is me

**Profile**

**Christian Mahne** (1st)

Head, Lansons Live at Lansons Communications (1st)

London, United Kingdom (1st) | Public Relations and Communications (1st)

Christian has linked his LinkedIn profile to Twitter. Whatever next? 1 view · 10 updates

**Current**

- Head, Lansons Live at Lansons Communications (1st)
- Head, Lansons Live at Lansons Communications (1st)

**Past**

- Series Producer: CNN Business Traveller at CNN (1st)
- Australia & NZ Business Reporter at BBC News (1st)
- Proprietor at Mahne Media (Sole Proprietorship) (1st)

**Education**

- University of Oxford (1st)
- Eton College (1st)

**Connections**

2 people have recommended you

**Website**

- My Company (1st)

**Public Profile**

http://uk.linkedin.com/in/cmahne (1st)

**Summary**

Broadcaster & New Media specialist. Media training, Monitoring, Sell-ins, Media Online, Consultancy, Web 2.0, Websites, Webcasts, Webinars, Social Media Press Releases, Content Production (Multimedia), Podcasts, Voice-overs, Reputation Management, Social Media, Crisis Issues management, Press & media releases.

**Specialties:**

Broadcast production, journalism, media consultancy and training, online engagement.

**Experience**

**Head, Lansons Live at Lansons Communications** (1st)

October 2007 - Present (12 months)

Lansons Live is the broadcast and new media arm of Lansons Communications. This department provides broadcast and online consultancy across the agency and to our own clients.

We look for innovative new ways to increase clients' coverage footprint in the media as well as focus on direct communication with stakeholders.

Key skills include media training, sell-ins, online stakeholder communications, in production and social media.

We also specialise in providing online solutions to regulatory requirements AIM Rule 26 and Training Customers Fairly.

**Series Producer: CNN Business Traveller at CNN** (1st)

August 2006 - 2007 (1 year)

CNN Business Traveller is CNN International's monthly travel and aviation status programme.

**Australia & NZ Business Reporter at BBC News** (1st)

2001 - 2007 (7 years)

You can provide a brief description for this position.

**Proprietor at Mahne Media (Sole Proprietorship)** (1st)

Broadcast Services & Media Training consultancy based in Sydney, Australia.

**Reporter & Producer: Financial News at CNN** (1st)

1999 - 2001 (2 years)

Financial news reporter / producer based in CNN's London bureau.

**Reporter / Producer at CNN International** (1st)

1999 - 2001 (2 years)

**Trainer Analyst at Cazenove** (1st)

1997 - 1999 (2 years)

**University of Oxford** (1st)

MA (Hons), Geography

1992 - 1995

You can provide additional notes on your experience at this school.

Activities and Societies: Oxford & Cambridge Boat Race Rowing Blue 1994

**Eton College** (1st)

1987 - 1992

You can provide additional notes on your experience at this school.

**Recommended By**

**Series Producer: CNN Business Traveller at CNN**

1 visible recommendation for this position (1st)

"Christian draws other media professionals to him through his dedication, enthusiasm and ability to solve problems on his own or in a team. He brings a deep understanding of the business world to PR which will make him a major asset to anyone who works with him here. On top of that he knows how to make you laugh when you need it most!" June 20, 2008

**Australia & NZ Business Reporter at BBC News**

1 visible recommendation for this position (1st)

"Christian's ability to take difficult situations in his stride and keep a clear perspective on goals made it an absolute pleasure to work with him. He always delivered on time and is a great team player - plus his ready sense of humour always came to the rescue during high-stress TV situations. I cannot imagine anyone who wouldn't be able to get the best out of any situation with Christian around!" June 21, 2008

**Additional Information**

**Websites:**

- My Company
- You can add up to 3 websites to your profile.

**Twitter:**

- cmahne (1st)

**Interests:**

- Flying, Private Pilot's Licence (PPLA) holder, Car, motorcycle and track science hobby.

**Groups and Associations:**

- Leader Club (Rowing)

# My connections

- 134 connections of which:
  - 30% Journalists
  - 40% Contacts & Clients
  - 25% Personal
  - 5% Suppliers
- Resulting in:
  - 14 New business meetings
  - 12 Journalist lunches
  - 2 invitations to go flying

- International TV Professionals is visible on your profile. Change visibility.
- Theater Media is visible on your profile. Change visibility.
- Marketing PR Innovations is visible on your profile. Change visibility.
- Media Professionals Worldwide is visible on your profile. Change visibility.
- PPL is visible on your profile. Change visibility.
- Eton College is visible on your profile. Change visibility.
- Old Etonians is visible on your profile. Change visibility.
- Oxford University Alumni is visible on your profile. Change visibility.
- CNN Alumni is visible on your profile. Change visibility.
- Private-Pilots is visible on your profile. Change visibility.
- BBC alumni is visible on your profile. Change visibility.
- Friends of LinkedIn is visible on your profile. Change visibility.
- Global PR team is a private group. Only fellow Global PR team members can see it on your profile.
- Lansons Communications is visible on your profile. Change visibility.

## Overview

- LinkedIn provides real value for its members and help them work more effectively
- LinkedIn attracts some of the most forward looking and well-connected professionals in any industry
- LinkedIn is growing at a rapid rate
- Professional networking is a vital tool for professional to help them manage their digital reputation and maintain a professional brand
- LinkedIn helps you make and maintain valuable media contacts
- You can access and share PR knowledge and expertise through LinkedIn
- You can be introduced to potential clients and business opportunities through LinkedIn
- A strong network is a good form of job security

