



# Agenda for Today



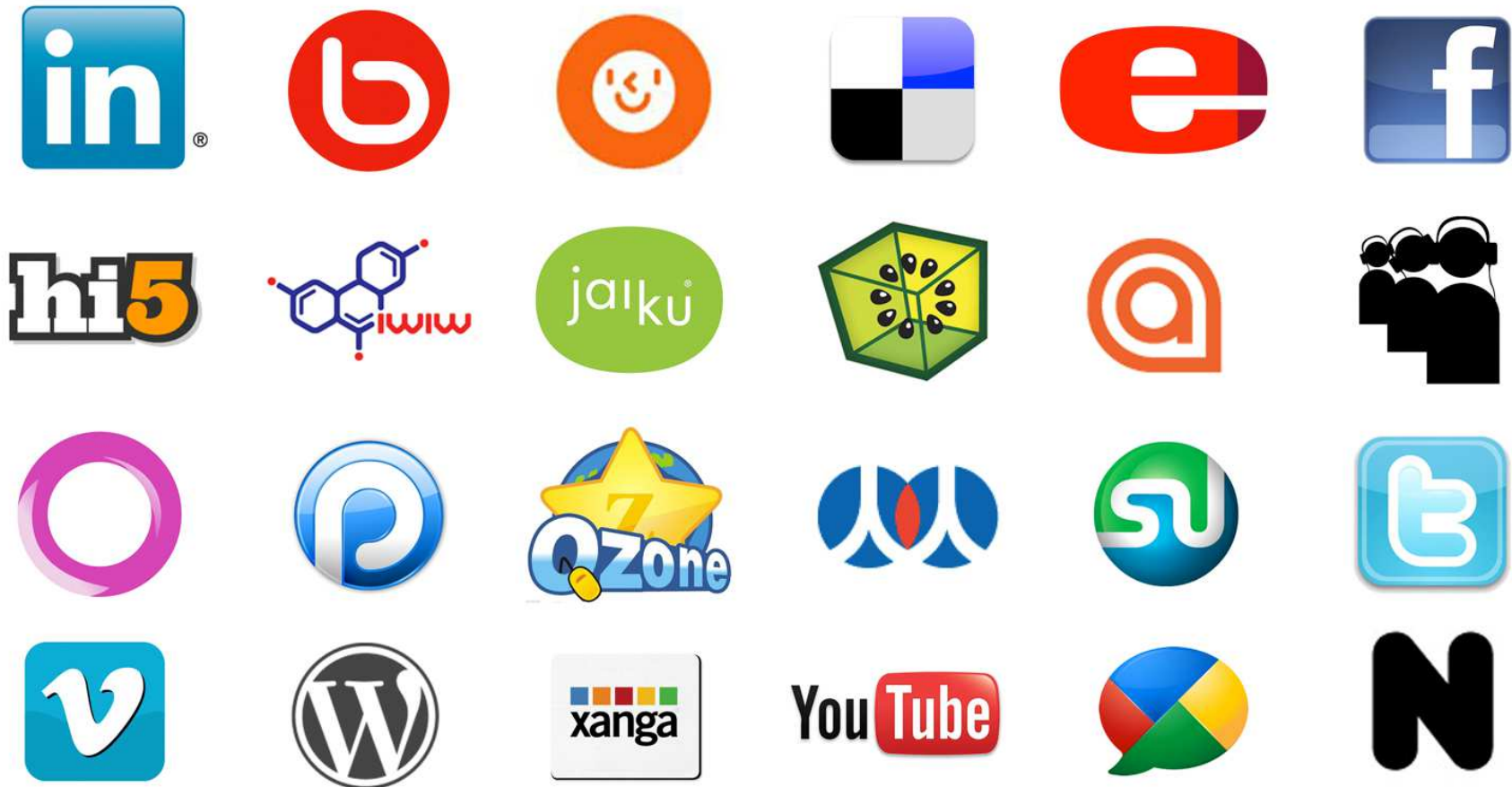
## **Liza Smyth**

Global Leader  
Enterprise Support  
LinkedIn  
Dublin,  
Ireland | Online Media

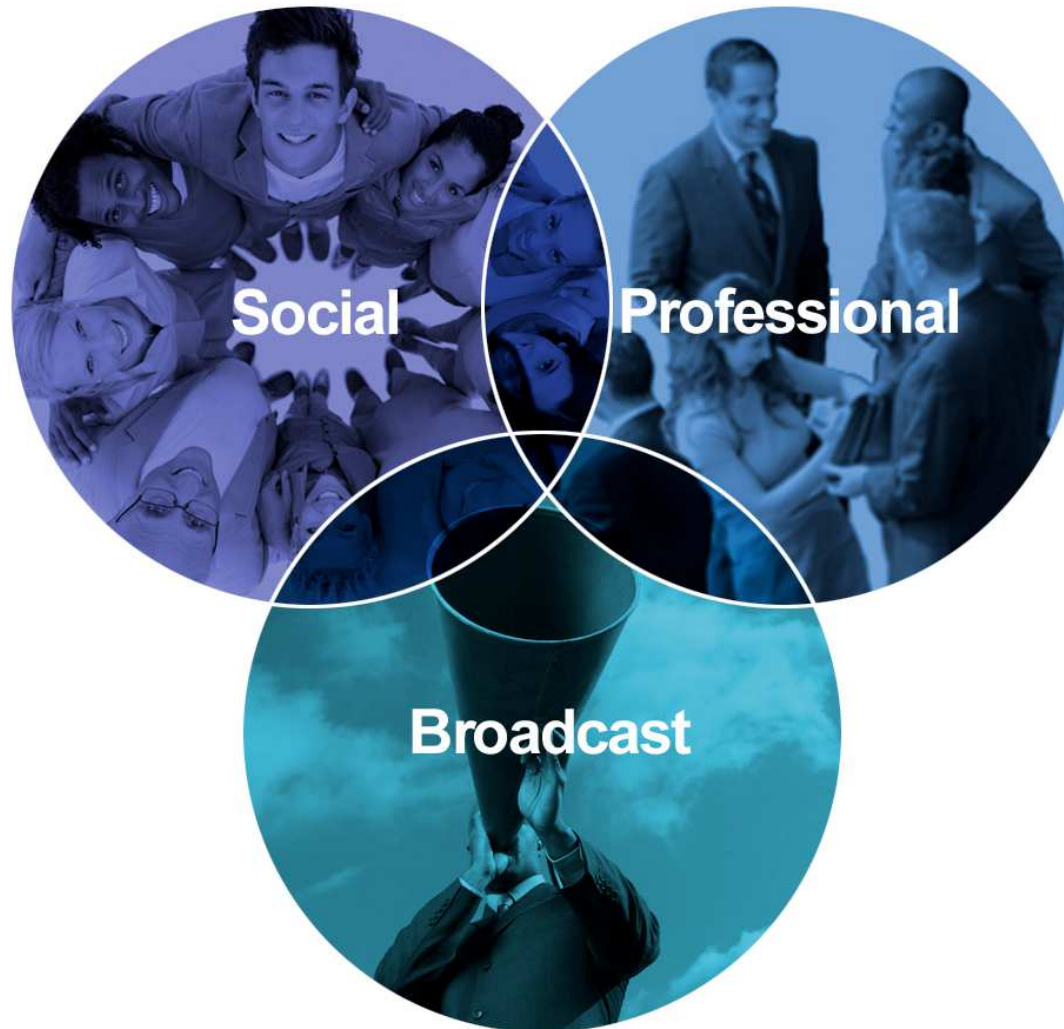
- **LinkedIn Ireland**
- How LinkedIn Applies to You
- Getting the most out of LinkedIn
- Opportunities and Culture

# Differentiating Between Social Networks

# Why is Social Media Important?



# The “Big Three” Social Networks





## The Public Broadcast Platform

- Ability to disseminate and/or track information
- Real time, trending, celebrity appeal
- In the context of LinkedIn:
  - Partnership enabling publishing and professional information flow
    - Content in to LinkedIn *when relevant*
    - Content published out to amplify professional message



## The Social Utility

- Mass audience, socially engaging
- Core use cases: games, photos, sharing
- In the context of LinkedIn
  - Very different environments (customers, priorities, objectives)
  - Overlap in participants, but not in intent





## The Professional Network

MISSION: *Connect the world's professionals to make them more productive and successful*

- Provide ability to own and manage one's own professional identity
- Curate professional context
- Turn relationships and information into business opportunity





**De00** Finished watching 2012. Was soooooo tank 😊

1 hours ago via txt



**Visa717** Just made blueberry cheesecake ice cream and now it's time for poker!

1 hours ago via txt



**mygurlgotAgf** This old woman just hit on me

1 hours ago via txt



**WSJ** Apple surpassed Microsoft today as the most valuable Technology company with a market cap of #223 billion <http://on.wsj.com/cTVY6x> #in

2 hours ago via LinkedIn



3 hours ago via UberTwitter



**alltimeella** dear brazilian mcfans, without us (the UK) you would have no mcfly. so stop acting like they're yours & that you're the best fans. thankyou.

about 3 hours ago via web



**ethanboroian** Q: What does Spencer Pratt use as a contraceptive? A: His personality.

about 3 hours ago via web



**maddielovesyou1** <http://twitvid.com/RGCTD> - Me playing a song by Rihanna called Take a Bow. Hope you like it!!

about 3 hours ago via API

Go to LinkedIn Recruiter »



Home

Profile

Contacts

Groups

Jobs

Inbox (272)

More..ed

## Network Activity




Share an idea, article, question or update...

 Link or News

visible to: **anyone** ▾



Share

18 hours ago • Image-conscious youth rein in soci... • via Twitter  • Comment • More »



**Josh Fleetwood** is now following [BBC Television](#), [Zynga](#), [Indiana University Bloomington](#), [Adobe Systems](#), [Microsoft](#), [Apple Inc.](#), [Indiana University](#), [Netflix](#), and [Google](#)



**WSJ** Apple surpassed Microsoft today as the most valuable Technology company with a market cap of #223 billion <http://on.wsj.com/cTVY6x> #in

2 hours ago via LinkedIn



**Linuxcare returns with focus in the cloud - Computerworld Blogs** [blogs.computerworld.com](http://blogs.computerworld.com)

The first of the major Linux support companies is back with a focus on the open-source cloud.

3 hours ago • Like (1) • Comment (1) • Reply privately • Share



**Nancy Boever** If you had only one charity to which you could devote your TIME (not money), what would it be? And why?

14 minutes ago • Like • Comment • Reply privately



**Rhonda Nyberg** joined the group [Cloud Networking](#)

2 hours ago • Find a group for you

## Personal Network

**John Chen** If you were starting a NBA team RIGHT now, who would you rather have, Rondo or Wade?

October 27 at 10:25am · Like · Comment

View all 11 comments

**Jonathan Keli** Rondo  
October 27 at 12:14pm · Like

**Vincent Hon** Triple Double with 24 Assists. RONDO.  
October 29 at 7:36pm · Like

Write a comment...

**Jared Mellin** Just made some amazing chili... Sooo good!

January 21 at 6:26pm · Like · Comment

Paul Germain likes this.

Write a comment...

**Jamie Jeanne Kirk** 17th Annual "Run to Feed the Hungry" w/mum!!!

November 25 at 8:06am via Mobile Web · Like · Comment

7 people like this.

Write a comment...

**Vincent Hon**



**Harmony Day Spa**

Vince just checked-in @ Harmony Day Spa (San Gabriel, CA)

Monday at 10:31pm via Foursquare · Like · Comment · Vince on foursquare



## Business Network

**John Chen** 1

Vice President at AlixPartners

Greater Los Angeles Area · Management Consulting

**Jared Recommends**

Show: All (1) · Colleagues (0) · Service Providers (0) · Business Partners (0) · Students (1)

Martin Cuyegkeng

Student at Massachusetts Institute of Technology - Sloan School of Management

(5) I worked closely with Marty on a number of projects, and I can't say enough positive things about and detail oriented. It is clear that he takes pride in his work, both from the results of his work and

**Jamie Kirk** 1

Senior Associate - Investor Relations at Post Advisory Group

Greater Los Angeles Area · Investment Management

Current

• Senior Associate - Investor Relations Group

**Vincent Hon** 1

at Fortace LLC

Greater Los Angeles Area · Financial Services

Interested in

- career opportunities
- new ventures
- reference requests
- consulting offers
- expertise requests
- getting back in touch

# How LinkedIn Applies to You

# The LinkedIn opportunity

Connect talent with opportunity at **massive scale**



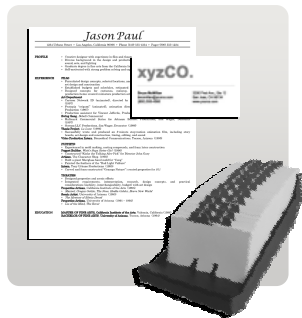
+



Fundamentally transforming the way the world works



# The value we bring to our members



Rolodex, Resume,  
Business Card



Newspapers,  
Trade Magazines, Events

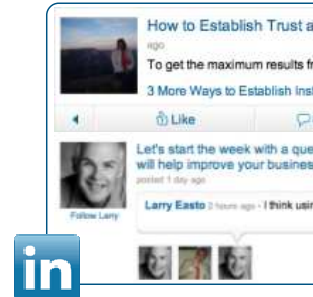


Desktop



## Identity

Connect, find and be found  
LinkedIn Profile, Address Book, Search



## Insights

Be great at what you do  
Homepage, LinkedIn Today, Groups



## Everywhere

Work wherever our members work  
Mobile, APIs, Plug-Ins

Opportunities that will transform the trajectory of your career


# Own Your Professional Identity

**Liza Smyth**  
**LinkedIn**  
**Global Leader**



<http://ie.linkedin.com/in/lizasmyth>






## Liza Smyth

Global Leader Enterprise Support at LinkedIn

Ireland | Computer Software



### How to Engage Your Customers and Employees - R "Ray" Wang - Harvard...

blogs.hbr.org

Most customers now ignore targeted marketing campaigns, avoid responding to offers, and provide minimal feedback when asked. Instead, potential customers interact with each other, bypassing sanitized corporate messages devoid...

Like • Comment • Share • See all activity • 19 hours ago

**Current** Global Leader Enterprise Support at LinkedIn

**Past** Senior Manager, EMEA Customer Operations at LinkedIn  
EMEA Sales Manager at Apple Computers  
Contact Centre Manager at BT Ireland

**Education** Coláiste Mhuire Marino

**Recommendations** 4 people have recommended Liza

**Connections** 500+ connections

**Websites** Company Website  
Company Website  
Jobs with LinkedIn Ireland


**Twitter** lizasmyth

**Public Profile** <http://ie.linkedin.com/in/lizasmyth>

Share PDF Print

## Liza's Activity

edit




### Crush the "I'm Not Creative" Barrier - Jeff Dyer, Hal Gregersen, and...

blogs.hbr.org

Did you know that if you think you are creative, you're more likely to actually be creative? This surprising fact pops up again and again in our research. In our database of over 6,000 professionals who have taken the...

Like • Comment • Share • 1 minute ago




### 6 Signs of a Maturing Cloud Computing Industry

wired.com

I am continually surprised at how fast the cloud computing industry is maturing and growing. There is news everyday of radical advances in IT delivery through the cloud. Every industry goes through phases and growth pains until...

Like • Comment • Share • 2 minutes ago



### How to Engage Your Customers and Employees - R "Ray" Wang - Harvard...

blogs.hbr.org

Most customers now ignore targeted marketing campaigns, avoid responding to offers, and provide minimal feedback when asked. Instead, potential customers interact with each other, bypassing sanitized corporate messages devoid...

Like • Comment • Share • 19 hours ago

# Professional identity ecosystem

## The definitive professional search engine

**YAHOO!** liza smyth 112,000 results

WEB IMAGES VIDEO SHOPPING BLOGS MORE

**FILTER BY TIME**  
Anytime  
Past day  
Past week  
Past month

**Liza Smyth | LinkedIn**  
Liza Smyth. Customer focussed and results driven leader with over 15 years experience in management sales and service roles. Strong communication skills with creative ...  
[www.linkedin.com/in/lizasmyth](http://www.linkedin.com/in/lizasmyth) - [Cached](#)

**Google** liza smyth

**Search** About 2,440,000 results (0.21 seconds)

**Everything** **Liza Smyth profiles | LinkedIn**  
[www.linkedin.com/pub/dir/Liza/Smyth](http://www.linkedin.com/pub/dir/Liza/Smyth)

**LinkedIn** Go to LinkedIn Recruiter »

Home Profile Contacts Groups Jobs Companies News More People liza smyth

liza smyth 2 results Sort by: Relevance View:

More

**Build a Lead List**

☒ All Companies  
☐ LinkedIn (1)  
☐ Apple (1)

**Liza Smyth** **YOU**  
Global Leader Enterprise Support at LinkedIn  
Ireland · Computer Software  
500+ connections · 4 recommendations

**Edit**

Current: Global Leader Enterprise Support at... more  
Past: Senior Manager, EMEA Customer ... more  
Similar · 500+

## Gain Access to Professional Insights



# Professional insights and knowledge sharing

## Your professional dashboard

The image shows a screenshot of a LinkedIn professional dashboard. Annotations with blue lines point to specific features:

- Context:** Points to the "LinkedIn Today" section, which displays headlines such as "LinkedIn Surpasses 100 Million Users", "Women Hold Fewer Than a Third of Top News Media...", and "Will Social Media Replace Surveys as a Research...".
- Connections:** Points to the "All Updates" section, which shows notifications like "DJ Patil is now connected to Craig Katz and Joe Fernandez" and "Adam Lashinsky, M. Jackson Wilkinson, Wes Mason, Koos Groenewoud, Mark Yoltan, Dennis Forgrave and 6 other connections have new photos".
- Data:** Points to the "People You May Know" section, which lists potential connections with their names, titles, and a "Connect" button.
- Critical Mass:** Points to the "Your LinkedIn Network" section, which displays statistics: "1,281 Connections link you to 10,057,115+ professionals" and "14,525 New people in your Network since March 20".

Other visible elements include a profile picture, a "Share an update" box, a "People You May Know" list, a "Who's Viewed Your Profile?" section showing 84 views and 29 search results, and a "LinkedIn has 7 new hires and 23 new job opportunities" notification.

# Professional insights and knowledge sharing

## Your essential source for business intelligence

Context

Critical Mass

Connections

Data



# Custom Group

Home Profile Contacts Groups Jobs Companies News More

Groups

Search...



Innovation Ireland

Innovation has never been more important to companies seeking sustainable competitive advantage. This group is for people interested in helping Ireland continue to attract foreign direct investment (FDI) by being the innovation island. Over the past two decades Ireland has created clusters of excellence from some of the world's most innovative companies in technology, life sciences and financial services. Companies like Microsoft, Google, Facebook, Intel, Cisco, SAP Business Objects, Citi, Merrill Lynch, Merck, WhatsApp and many others.

## About this Group

Created: September 4, 2009

Type: Professional Group

Members: 3,195



Innovation Ireland



Innovation Ireland

Summary

Demographics

Growth

Activity



MEMBERS

3,195

COMMENTS LAST WEEK

6

SENIORITY



LOCATION

81% Ireland

FUNCTION

7% Entrepreneurship and Services

STARTED ON

September 4, 2009

YOU COULD BE  
MEMBER  
#3,196!

Join Group



1st



1st



1st



1st

**Sharon McCooey**

Finance Director International at LinkedIn

**Eoin Corry**

Sales Development Specialist - LinkedIn Hiring Solutions

**Dylan Sharkey**

Account Executive at LinkedIn

**Brian Harrison**

Communications Executive at American Chamber of Commerce Ireland

Summary

Demographics

Growth

Activity



SENIORITY

25% Senior

Looking for group members at a specific seniority level? Members and subscribers can do advanced searches within the group.

FUNCTION

7% Entrepreneurship and Services

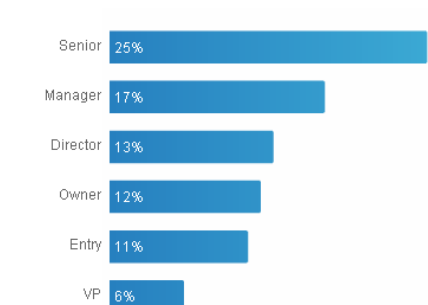
LOCATION

81% Ireland

INDUSTRY

11% Information Technology and Services

SENIORITY



FUNCTION

7% Entrepreneurship and Services

LOCATION

81% Ireland

INDUSTRY

11% Information Technology and Services

## Similar Groups



**Irish Business Network Switzerland**

Members: 166

Join



**Enterprise Europe Network - Ireland**

Members: 359

Activity: Discussion 1

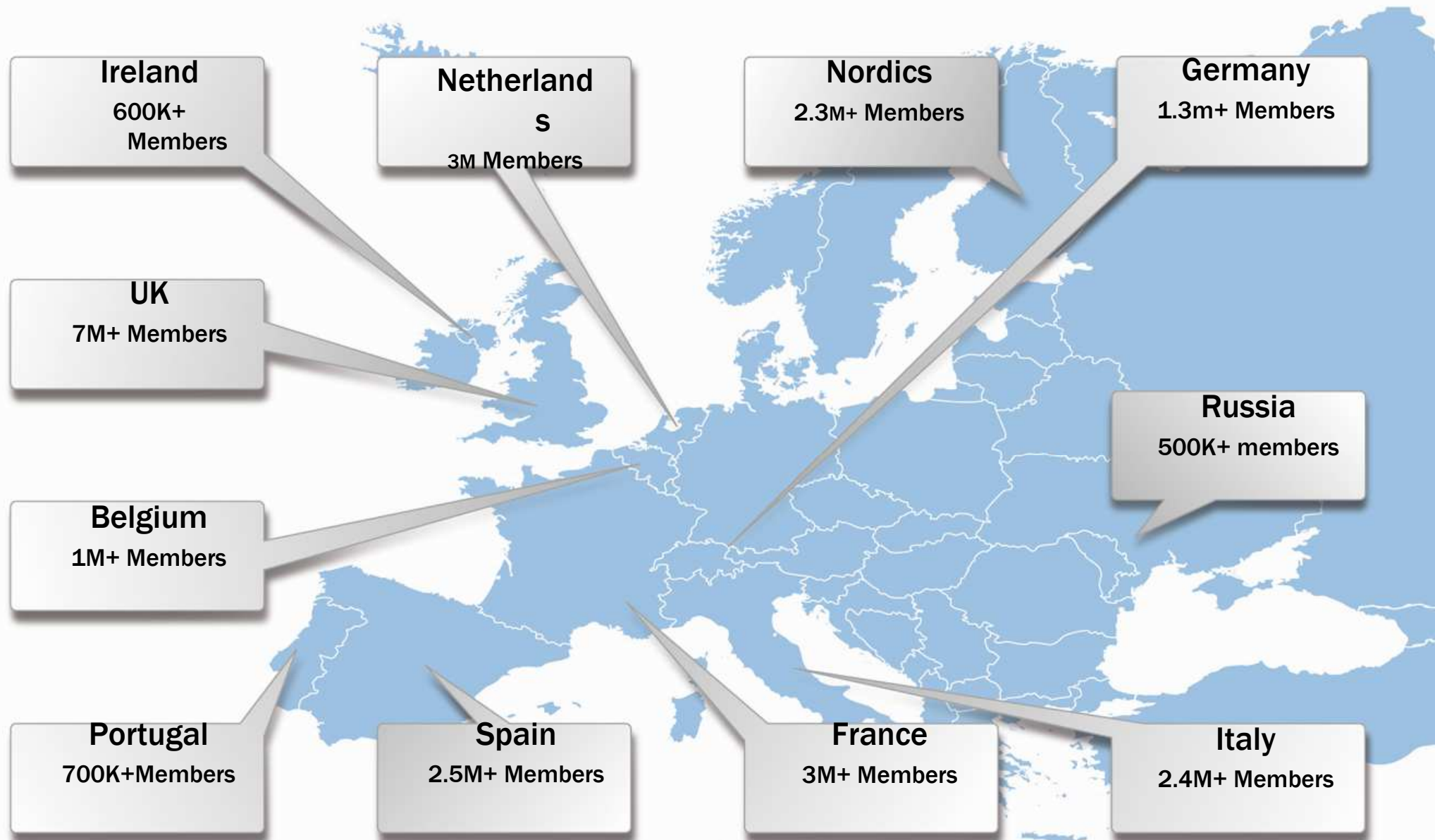
Join

LinkedIn

# Profiling LinkedIn



# LinkedIn's Relevance in Europe



# Members Influential & Connected

Demographics Europe	
Average Age	<b>36</b>
Average HHI	<b>€51,890</b>
HHI > €50K	<b>36.1%</b>
University Grads	<b>38.5%</b>
<b>40%</b> of members at companies with 5k+ employees	
<b>4.4M+</b> Senior Executives in EMEA	
CXO at every FTSE100 company	

Other Facts - Global	
Unique Visitors last month	<b>94M+</b>
People Searches last month	<b>242M+</b>
# of Page views in Q3	<b>7.6B+</b>
Company Followers (Global)	<b>100M+</b>
# of Groups (Global)	<b>2.4M+</b>
# of Members in Groups (Global)	<b>66M+</b>

\*Demographic information from Comscore Nov 2011 and TGI Europa 2010R2 and internal data

\*Global Facts from Europa TGINet 2011 R1 (4 country pop) and internal data



## **LinkedIn** Recruiting Solutions

Find and engage the best candidates with unparalleled search and communication tools.



## **LinkedIn** Marketing Solutions

Connecting you with the right audience by targeting your message to the right person at the right time.



## **LinkedIn** Subscriptions

Stay informed about your contacts and industry while finding people and the knowledge you need to achieve your goals



# LinkedIn Marketing Solutions

Targeting one of the most affluent and influential audiences on the web

## Self-Service Platform

Narrow your target audience using the options below. Filter LinkedIn members by:

- ☐ Geography
- ☐ Company
- ☒ Job Title

Select specific job titles

Executive Officer x Chief Executive Officer x Founder x Vice President x

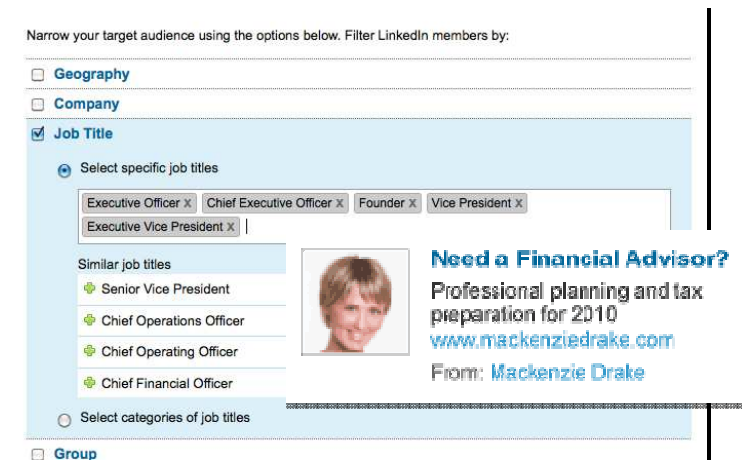
Executive Vice President x

Similar job titles

- Senior Vice President
- Chief Operations Officer
- Chief Operating Officer
- Chief Financial Officer

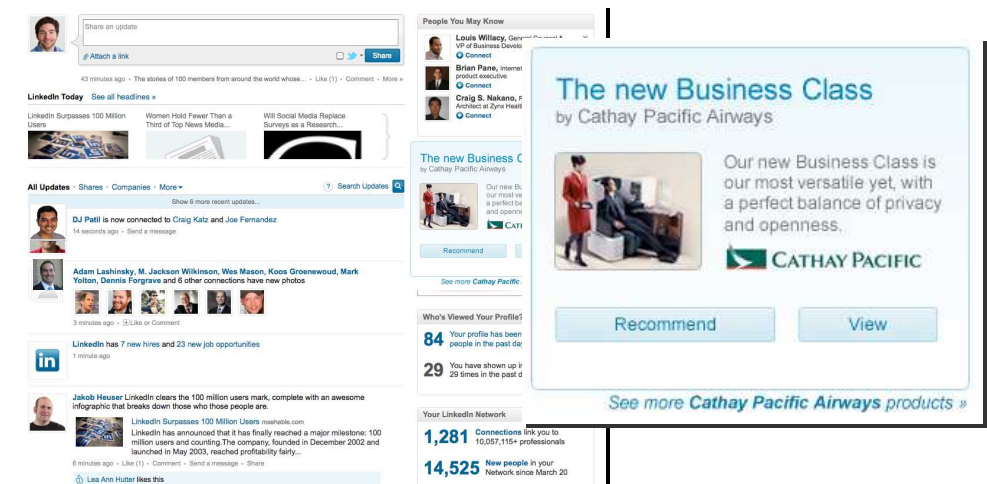
Select categories of job titles

Group



**Need a Financial Advisor?**  
Professional planning and tax preparation for 2010  
[www.mackenziedrake.com](http://www.mackenziedrake.com)  
From: Mackenzie Drake

## Display / Social Ads



The new Business Class by Cathay Pacific Airways

Our new Business Class is our most versatile yet, with a perfect balance of privacy and openness.

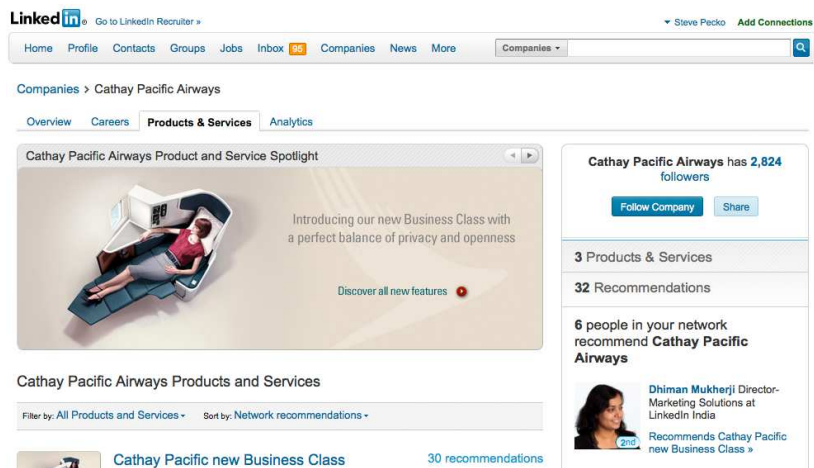
**Recommend** **View**

See more Cathay Pacific Airways products »

1,281 Connections link you to 10,057,116+ professionals

14,525 New people in your Network since March 20

## LinkedIn Company Pages



LinkedIn Go to LinkedIn Recruiter »

Home Profile Contacts Groups Jobs Inbox 95 Companies News More

Companies > Cathay Pacific Airways

Overview Careers Products & Services Analytics

Cathay Pacific Airways Product and Service Spotlight

Introducing our new Business Class with a perfect balance of privacy and openness

Discover all new features

Cathay Pacific Airways has 2,824 followers

Follow Company Share

3 Products & Services

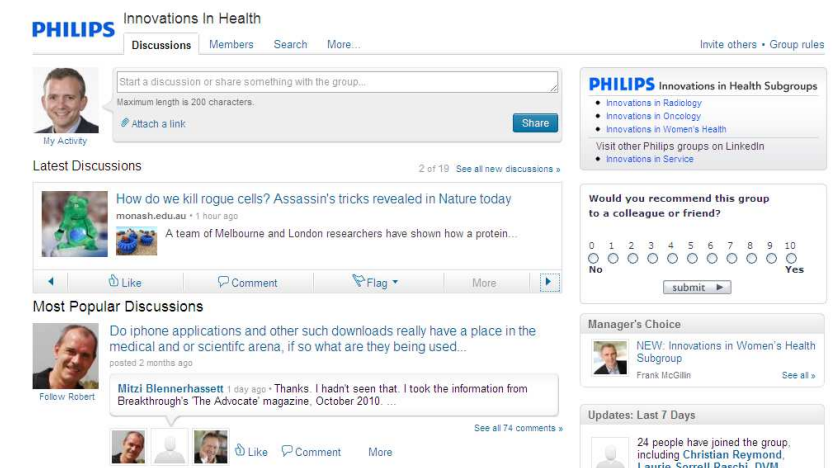
32 Recommendations

6 people in your network recommend Cathay Pacific Airways

Dhiman Mukherji Director-Marketing Solutions at LinkedIn India

Recommends Cathay Pacific new Business Class »

## Custom groups / Sponsorship



PHILIPS Innovations in Health

Discussions Members Search More...

Invite others • Group rules

PHILIPS Innovations in Health Subgroups

- Innovations in Radiology
- Innovations in Oncology
- Innovations in Women's Health

Visit other Philips groups on LinkedIn

Innovations in Service

Would you recommend this group to a colleague or friend?

0 1 2 3 4 5 6 7 8 9 10

No Yes

submit

Manager's Choice

NEW: Innovations in Women's Health Subgroup

Frank McGlinchey See all »

Updates: Last 7 Days

24 people have joined the group, including Christian Raymond, Laurie Sorrell-Baschi, DVM



# LinkedIn Hiring Solutions

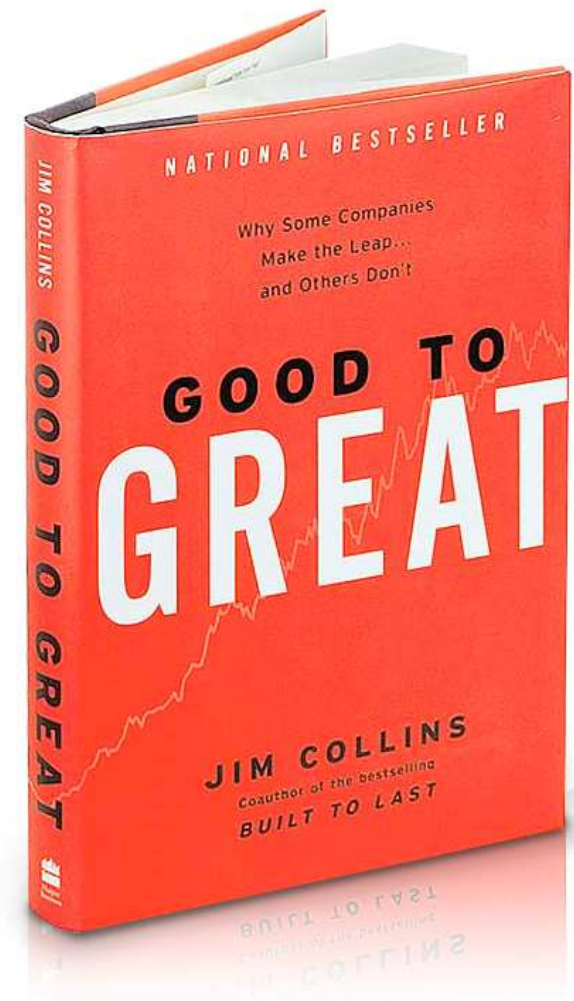
LinkedIn Recruiter: Search Results (113) [Save this search](#)

Keyword: (mergers OR arbitrage) - Location: Hong Kong, China - Industry: Financial Services

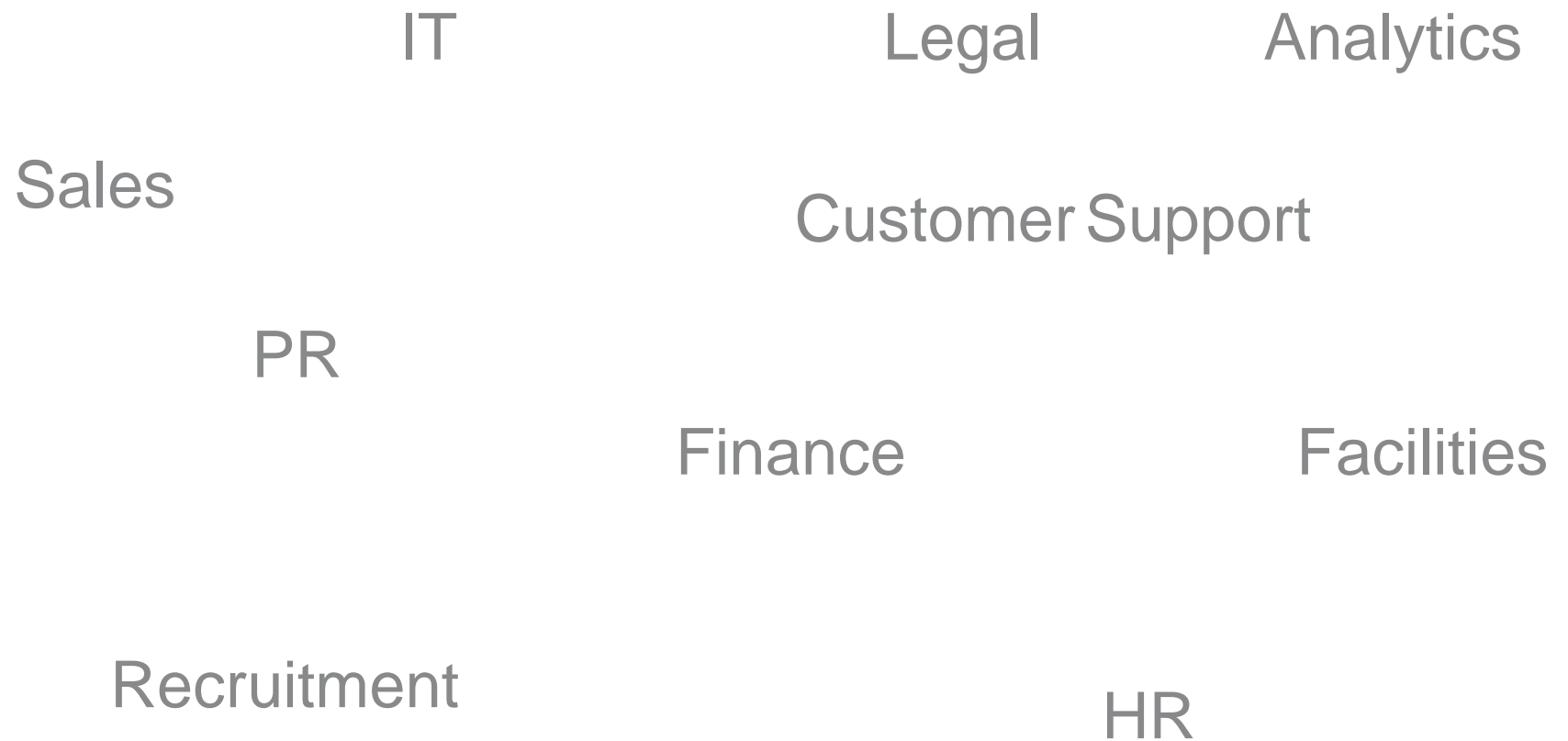
# Great talent builds great companies

“ If I were running a company today, I would have one priority above all others: to acquire as many of the best people as I could. I'd put off everything else to fill my bus. ”

*Jim Collins, “Good to Great”*



# Roles in the Company





# Culture



Career Transformation



## Questions and Thoughts

