



SOCIAL ENTERPRISE

Tips for your brand and social learning in LinkedIn

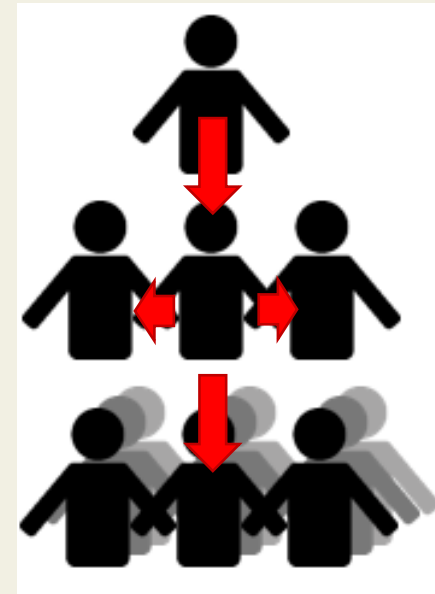
Roman Suk, Sales2Win

LinkedIn vision for 10 years



The Opportunity is huge

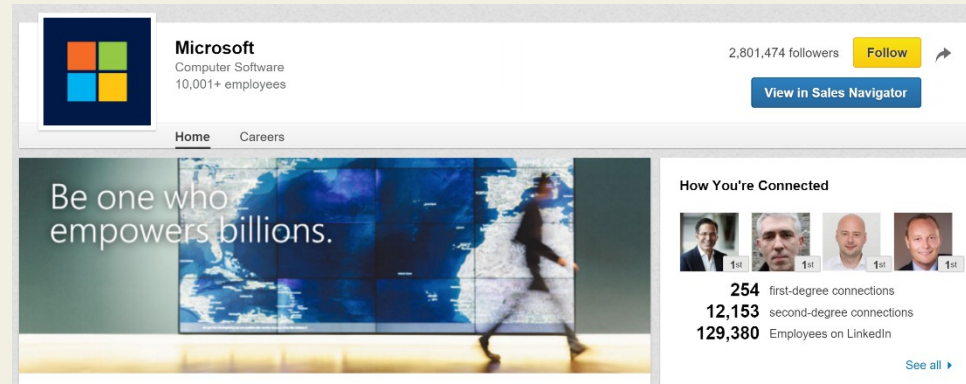
Country	Population share
USA	37.2%
Netherlands	35.0%
Canada	34.3%
UK	30.9%
Czech	9.5%
Poland	4.7%
Global	5.9%



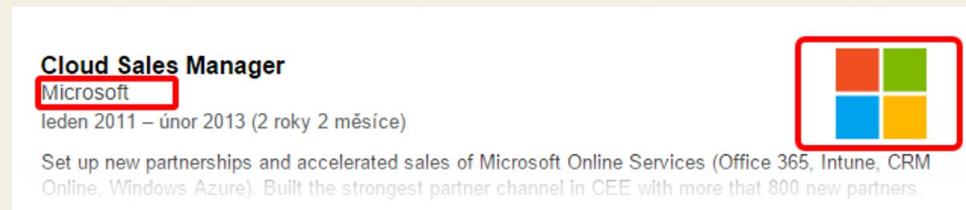
Reach	Poland	Czech	Global
1st	21	1,674	2,208
2nd	27,436	204,320	1,487,081
Groups	19,352	26,160	4,073,484
3rd & other	41,756	208,930	5,253,340

EXAMPLES (Basics)

- Company page



- Connection to individual profiles



Employee opinion matters

Europe 2005



Global 2015



Source: Edelman Trust Barometer, 2005 and 2015 - Trusted source when making opinion about the company.

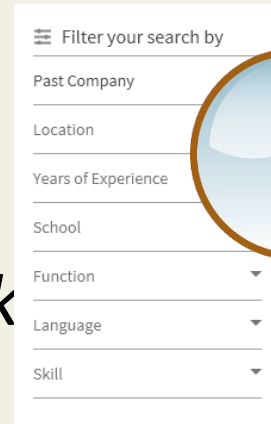


EXAMPLES (Engagement)

- LinkedIn Lookup

Your employee library

www.linkedin.com/lookup

A screenshot of a search filter menu from LinkedIn. It has a title 'Filter your search by' and a list of filter categories: 'Past Company', 'Location', 'Years of Experience', 'School', 'Function', 'Language', and 'Skill'. Each category has a horizontal line below it, and the last three have small downward-pointing arrows. A magnifying glass icon is overlaid on the right side of the menu.

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-
- Connecting to the right people



Dziękujemy!

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Organizator



Patron merytoryczny



Partnerzy Konferencji



Partner technologiczny



Patroni medialni



Serwis Prawa Pracy
i Ubezpieczeń Społecznych

