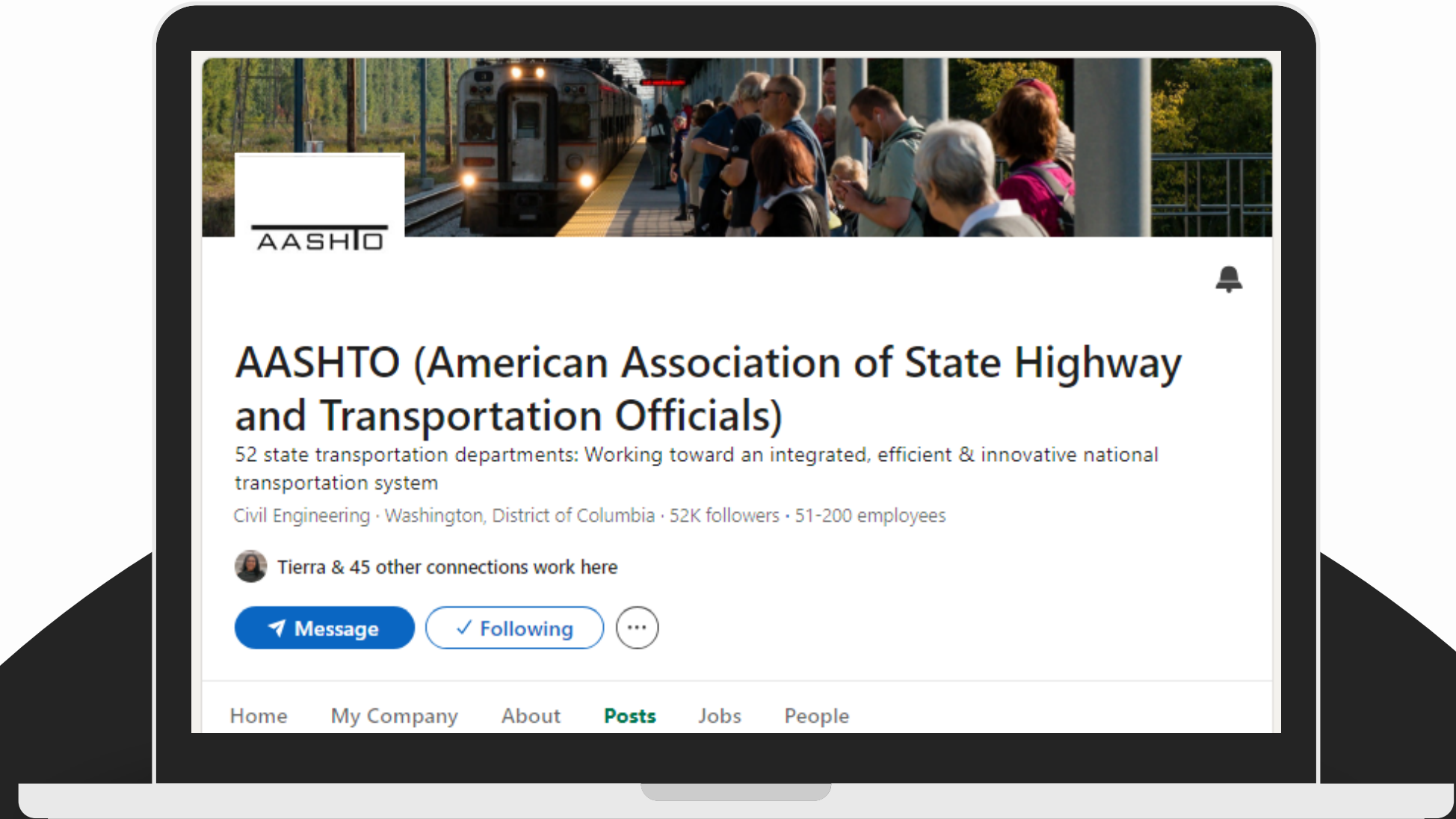


AASHTO

LinkedIn  
Unlocked



# Overview

- ▶ Introduction
- ▶ Purpose of LinkedIn
- ▶ Uses of LinkedIn
- ▶ Setting up a LinkedIn Account
- ▶ Content Best Practices



# Why LinkedIn?

## Reason 1

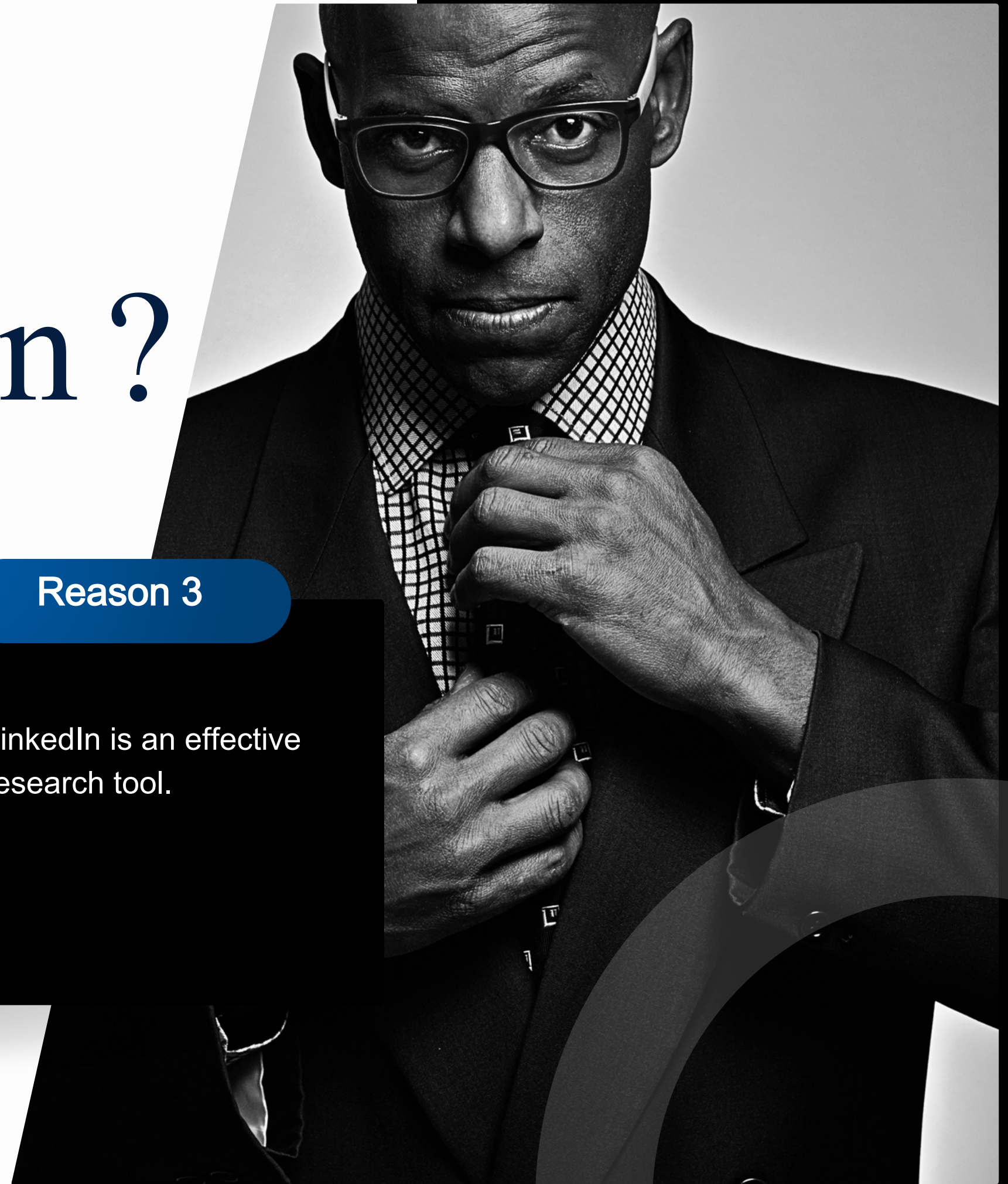
Your LinkedIn profile is an extension of your personal, professional brand.

## Reason 2

An effective LinkedIn profile can help elevate your brand, connect with industry partners, or help you find a job.

## Reason 3

LinkedIn is an effective research tool.



# LinkedIn Vs...



Facebook

Social networking, connecting with friends/family, community building.



Instagram

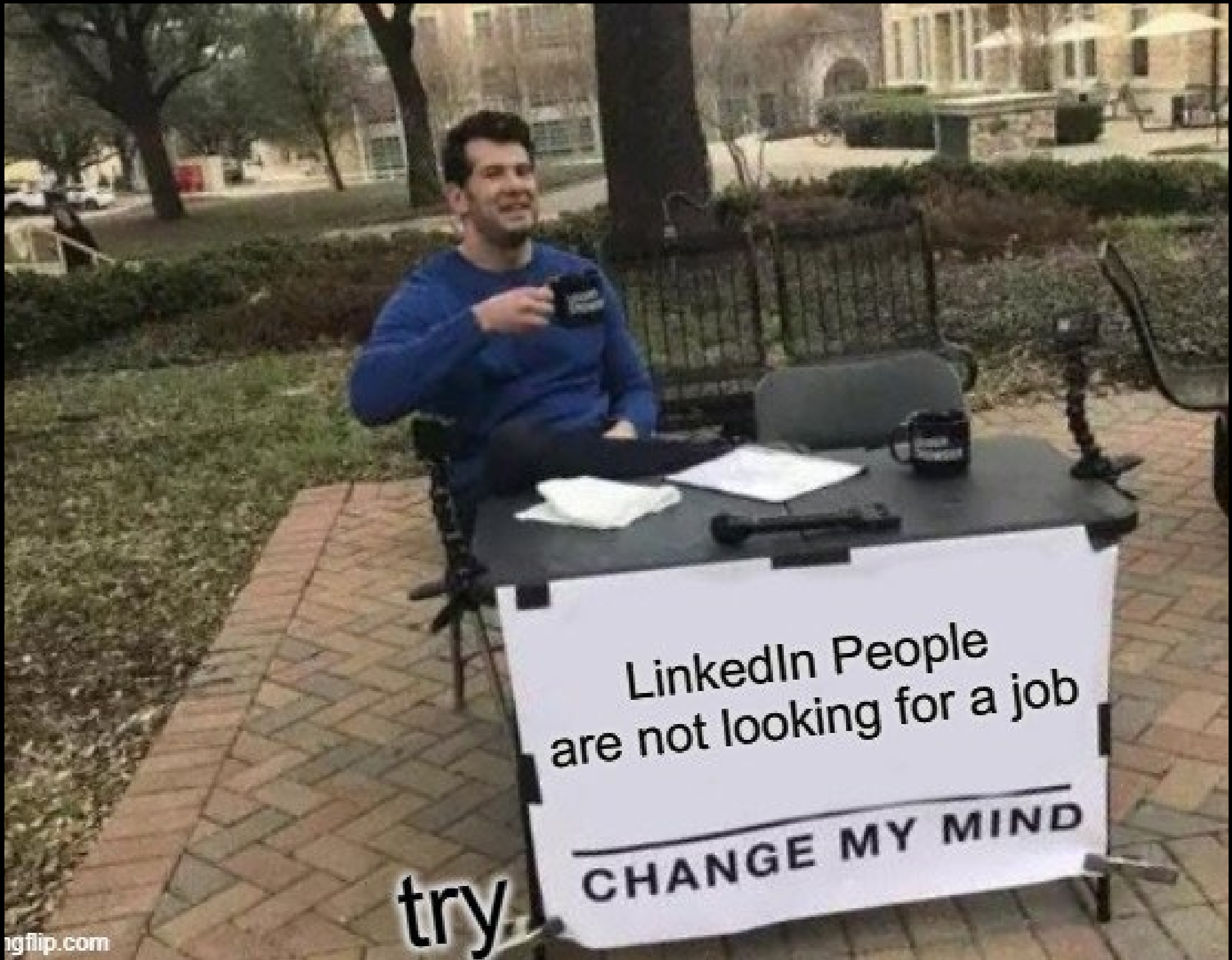
Visual storytelling, brand building, lifestyle content.



Twitter (X)

Real-time conversations, news updates, short-form content.





LinkedIn People  
are not looking for a job

---

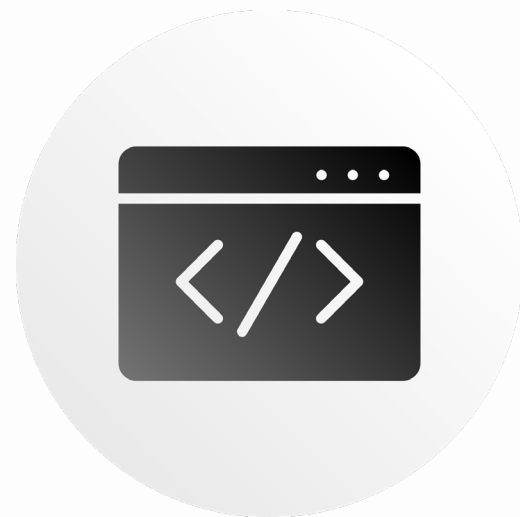
**CHANGE MY MIND**

try.

# Uses of LinkedIn

You're always networking. Connections of your connections may one day become very important in your professional career. Remember that in the things you're posting.

Posting more often to show your achievements and the professional events you're attending can help build connections in your current role or help in a future position.



**Job Hunting**



**Networking**



SOCIAL MEDIA

# Setting Up A LinkedIn Account



A close-up photograph of actor Robert Downey Jr. He has a goatee and is looking upwards and to the left with a thoughtful or questioning expression. The background is a dark, out-of-focus interior.

**LINKEDIN PROFILE?**

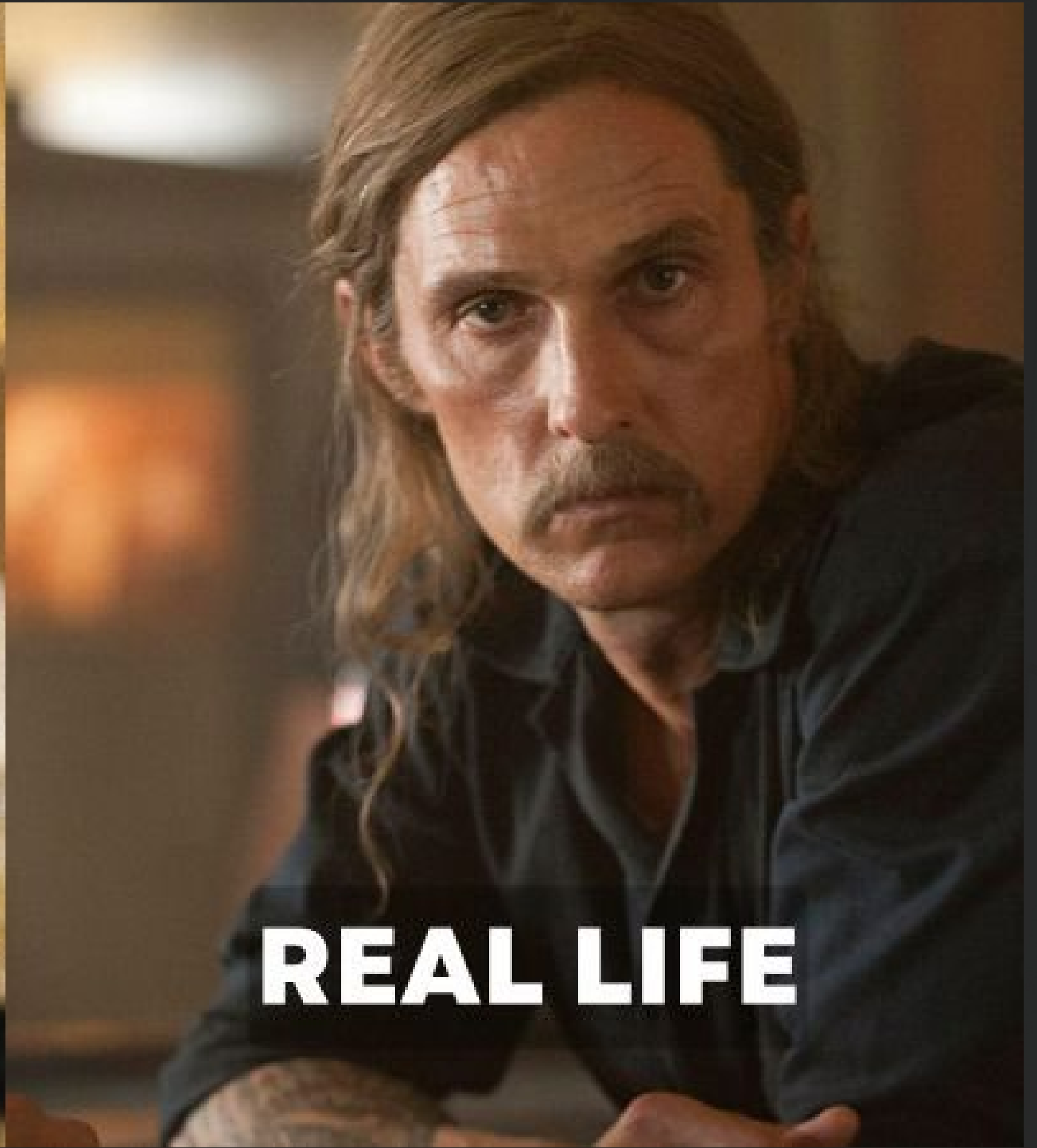
# Profile Picture

A LinkedIn conducted research shows that having a profile picture makes your profile 14 times more likely to viewed by others.

- 
- 01 Pick a photo that looks like you
  - 02 Use a high resolution photo that takes up 60% of the frame
  - 03 Try to steer clear of a selfie
  - 04 Use filters wisely



**LINKEDIN**



**REAL LIFE**

# Backgrounds Photo

LinkedIn is a professional platform, so profiles with high-quality, relevant background photos are perceived as more credible. The right image can reinforce your professional brand and expertise.

01

A header is the supporting character to the profile picture

02

Choose an image that relates to your field

03

Tools like Canva, Adobe Spark, or even PowerPoint that can help create professional-looking LinkedIn backgrounds easily

# Bio

Profiles with a completed "About" section and detailed information are 40 times more likely to receive opportunities through LinkedIn.

- 
- 01 First im pressions m a t t e r
  - 02 Be Concise and engaging
  - 03 Re f l e c t your Professional Personality  
(Be yourself..professionally)

# Work Experience

Your profile is viewed up to 29 times more if you have more than one position listed in the experience section.

01


The work experience section is your opportunity to tell the story of your career progression.

02

Include detailed job descriptions within this section

03

Consider global relevance and how you might tie in international roles



# BUT WHY?

When you are posting, what is the result you want?

To increase engagement on your profile? To increase awareness of a specific group? To help promote products/organizations you're passionate about?

# What to Share on LinkedIn

Your account is a reflection of you and your employer to all of your many connections. Always make sure what you're posting could/would not affect your employer negatively in any capacity. LinkedIn is a professional brand where you can share a variety of things such as:



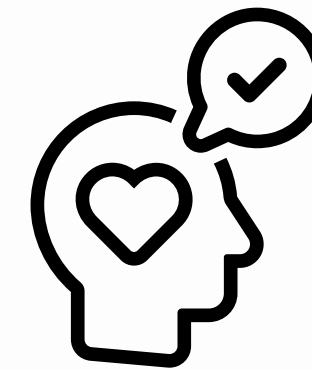
## Recent Meeting Highlights

- Industry Related Meetings
- Regional Meetings
- Non-Work Related Meetings



## Professional Achievements

- Promotions
- Certification Completion
- Training Completion

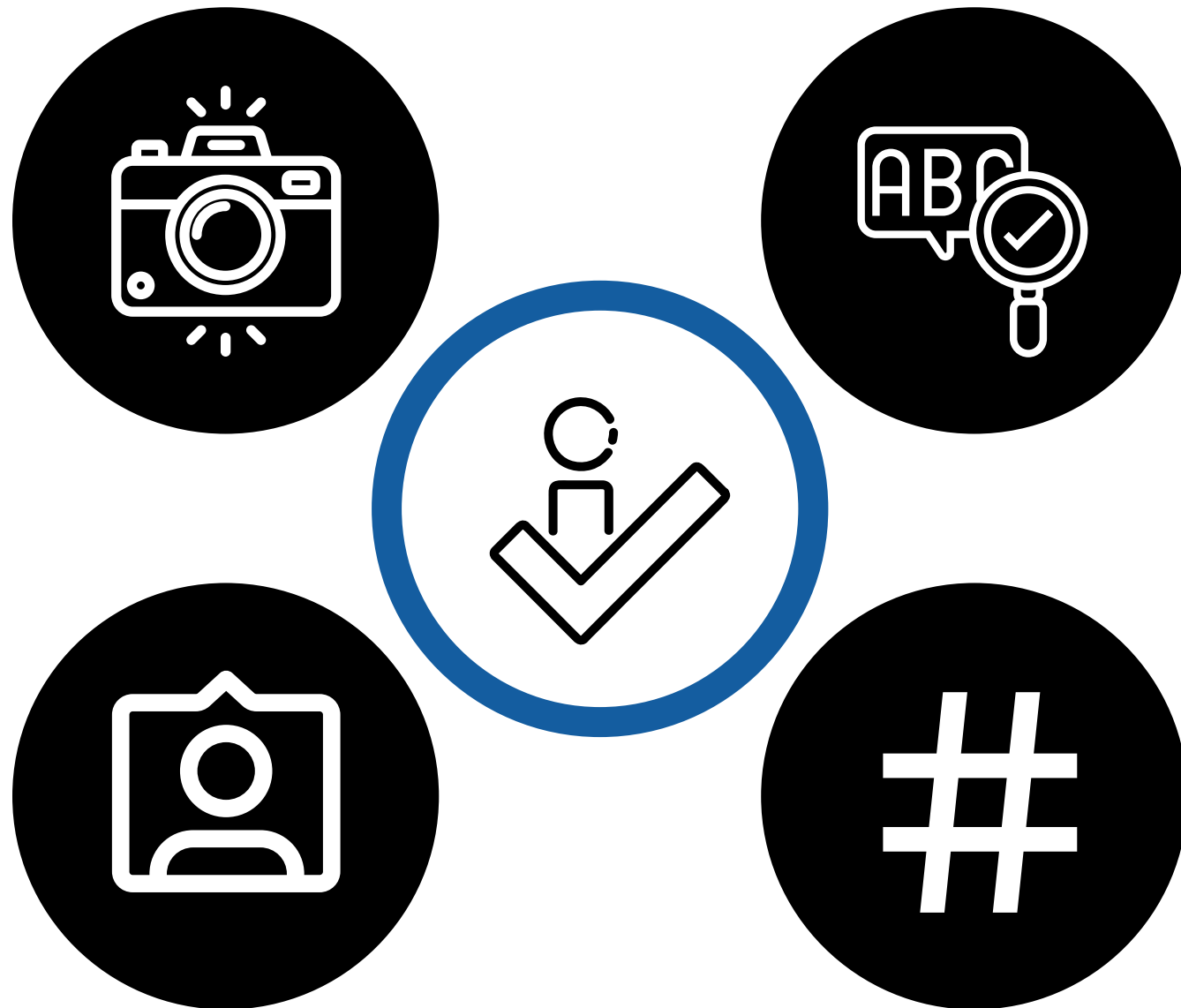


## Things you feel passionately about

- Organizational initiatives
- Industry related success
- External Company initiatives



# Things to include in the LinkedIn Post



## Professional Photos

Using professional photos that reflect you and those around you best is important.

## Proper Grammar

LinkedIn is a professional platform so make sure your grammar reflects that.

## Tag People/Companies

Always tag anyone who is in the photo or an organization that is in the caption. This helps increase the number of impressions for your post, which widens the audience that will see your post.

## Add #Hashtags

Hashtags help people interested in similar topics connect. When you use a hashtag your post joins others across the platform anytime someone searches those words. This also helps boost engagement on your post and helps your target audience find you

Example: Excited to connect with transportation leaders at this year's conference! Looking forward to learning and collaboration.

#Transportation #CivilEngineering #ProfessionalDevelopment



“LinkedIn grindsetters  
getting ready to write  
750 words about  
overcoming the most  
minor adversity  
imaginable”

# Caption Tips



## Key Items to Include

- Clearly state the subject of the post, include the meeting name, award name, and topic;
- Key takeaways from your perspective and that you want the audience to take from your post;
- Any event - related links ;
- When structuring your post answer these questions in your caption :
  - Why is the post important to you? What message are you trying to convey with this post?

## How Long should it be?

Make sure your post is concise and gets to the point. While longer posts are good on occasion, the standard audience will not read more than 1 - 2 paragraphs. If you do, make sure to separate paragraphs clearly.

Answer the classic Who, What, When, Where, Why ·Who was involved? ·What is this post about? ·When did an event occur? ·Where did the event occur? ·Why do we care?



# Asset Choosing

- When choosing pictures, if possible do not choose the blurry, crooked photo, take a better quality photo to give the best representation of the event possible.
- If you are posting a video, try to always post a photo in the post. This can help increase overall engagement significantly.

My  
Picture



Professional  
Picture

# Examples of a good post:



**Jannet Jiménez** (She/Her) • 1st

Experienced in Public Policy | Policy Strategy, Government Relations, Adaptabil...  
2mo • Edited •

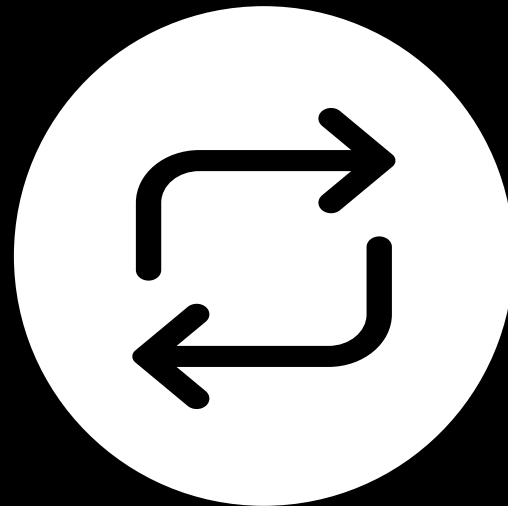
Our team recently organized the Committee on Environment and Sustainability Annual Meeting in Virginia Beach. There were valuable insights and expertise shared on a variety of current and emerging transportation issues, resilience, and environmental matters. With 200 attendees, the event was a great success!

A special thank you to the CES steering committee and subcommittees for their support in making it happen.

**AASHTO (American Association of State Highway and Transportation Officials)**



# What to repost vs reposting with thoughts?



## Reposting

Repost things that are relevant to you and you're passionate about . If you want to build awareness of it/ think others could benefit from the topic , thought it was insightful/relatable or you're involved in the topic of the post .



## Reposting with thoughts

Reposting with thoughts is good to do when you want to help build engagement on the post with some of your insights. This helps the post get greater visibility, resulting in increased impressions.

# Examples of a good post:



Daniel Wanke • 1st

Proven Public Policy Advocate | Experienced Professional in Governm...  
5mo • Edited • 🌐

It was an awesome opportunity to attend the Legislative Summit for the [American Association of Port Authorities](#) this past week in DC! We heard from key Members of Congress, the Administration, and the maritime industry about the issues affecting ports, including infrastructure projects, supply chain trends, and policy ideas to improve the movement of people and goods at American sea ports.

As always, it was great to catch up with my colleagues in person to chat about freight transportation. On a personal note, it was great to get a shout out from US DOT Deputy Assistant Secretary Allison Dane Camden from the stage for our work at the [AASHTO \(American Association of State Highway and Transportation Officials\)](#) and to chat with former US Senator Rob Portman. Thanks for a great conference AAPA!

[#maritime](#) [#supplychain](#) [#freight](#) [#transportation](#)



# Examples of a good post:



Benjamin J Sade • 1st

Associate Product Manager, AASHTOWare

3mo • 🌐

📺 Excited to be attending the COBS annual meeting, where we're diving deep into the biggest challenges facing asset management today. 🧩 The committee on asset management was standing room only.

Some key takeaways so far:

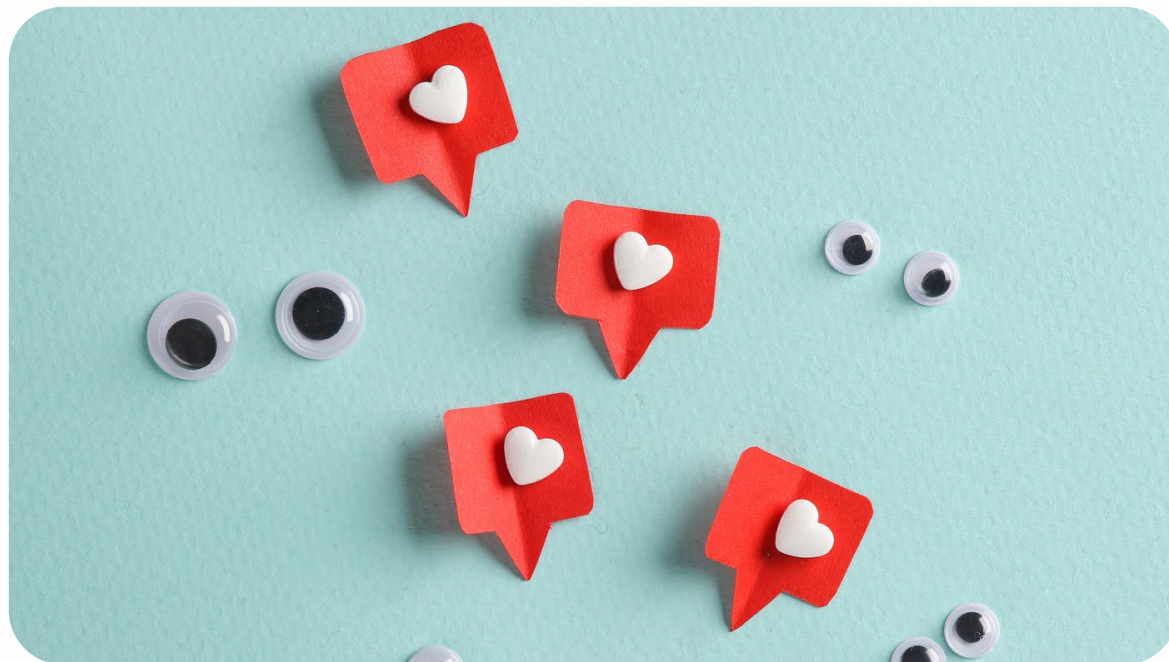
1. Communicating Bridge Condition: It's crucial to effectively convey what bridge conditions mean to stakeholders.
2. Mindset Shift: We need a change in mindset at the district level for better asset management and preservation.
3. Aging Infrastructure: Planning for aging infrastructure is more critical than ever.
4. Directing Funds: Allocating funds to the large number of fair bridges requires strategic direction.
5. Signage: Bringing our signs up to par with bridge standards is a growing priority.
6. Right Approach: Taking the right approach is essential for sustainable asset management.
7. Funding Priorities: Prioritizing funding remains a significant challenge.
8. Staffing: Adequate staffing is fundamental to supporting these initiatives.

Looking forward to discussing solutions and strategies to tackle these issues head-on. Do these issues ring true in your state? 💡

[#AssetManagement](#) [#Infrastructure](#) [#COBS2024](#) [#BridgeMaintenance](#)

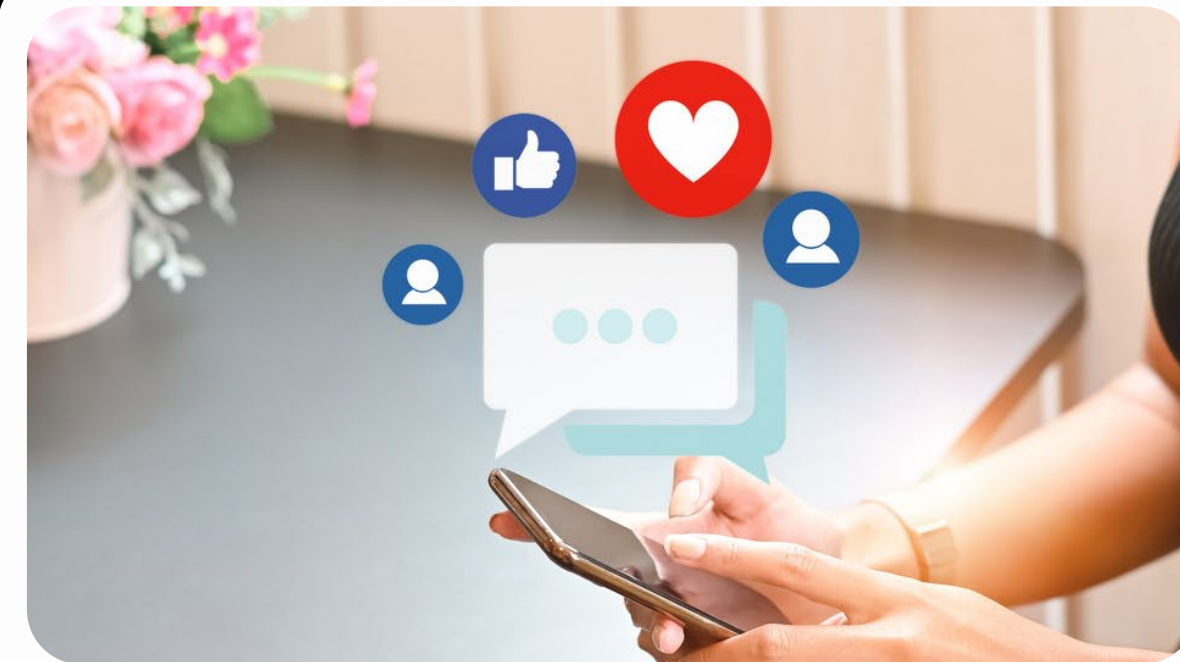


# Social Media Metrics and Reach



## Impressions

The number of times your content was seen, including multiple views from individual users.



## Engagement Rate

A metric used to assess the average number of interactions your social media content receives per followers.

# Follow AASHTO Socials!



AASHTO (American Association of State Highway and Transportation Officials)

AASHTO Product Evaluation & Audit Solutions

AASHTO re:source (formerly AMRL)

AASHTOWare



aashtospeaks

aashto\_resource



American Association of State Highway and Transportation Officials (AASHTO)



aashtospeaks

aashtoresource



AASHTO

Questions?



Thank You!

Feel free to reach out with any questions following this meeting!



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Communications & Marketing Specialist

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