



LinkedIn Onboarding Playbook

hbreavis

Welcome on board, shipmate!



We're glad to welcome you among the LinkedIn community. We are pretty sure you'll fit the roster just right. Some of your colleagues are already here too. ;)

We've prepared this playbook for you to make your arrival as smooth as possible. You'll understand the basics and will learn some practical tips and tricks that will help you become one of the most valued members of the community.

But, before we dive into it, let's talk about some crystal clear facts and numbers.

What is LinkedIn?

LinkedIn was created as a social media network for professionals. Just like Facebook, but for your career. It enables you to network and build a professional portfolio and relationships with clients and business partners, look for new career opportunities and browse the content published by other professionals.

◦ **90M**

SENIOR-LEVEL INFLUENCERS AND 63 MILLION
DECISION MAKERS USE LINKEDIN

◦ **84%**

OF B2B EXECUTIVES USE LINKEDIN
TO RESEARCH PURCHASE DECISIONS

◦ **300M**

MONTHLY ACTIVE
MEMBERS

◦ **92%**

OF FORTUNE 100 COMPANIES
USE LINKEDIN

◦ **77%**

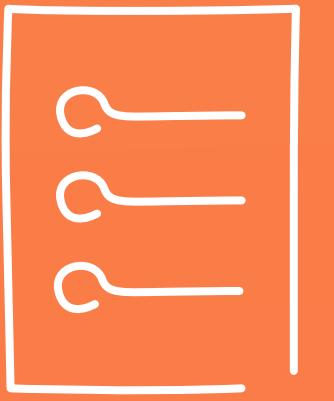
OF RECRUITERS
USE LINKEDIN

Do you see potential in those numbers?

Well, you should! Not only can you find inspiration from experienced people, but you can directly reach them with your own content. Do you see where we're heading now? ;)

Now, equipped with these facts, it's all a matter of how you use them to your advantage.

First thing first



Before you start being active on LinkedIn,
there are a few steps that will help you
strengthen your presence.

Create and upload your profile picture and background banner

A Your photo should be clear, friendly and appropriately professional.

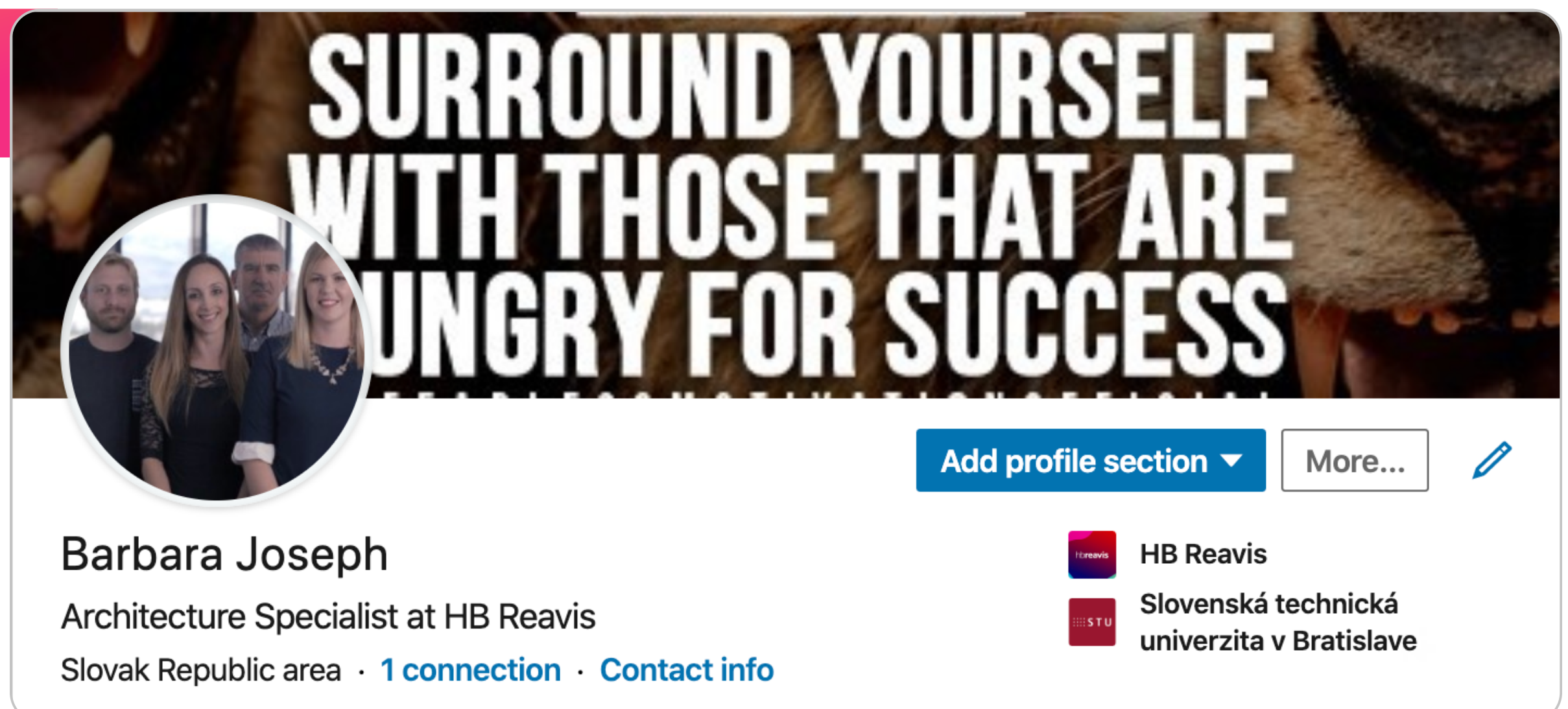
Make sure your face takes up at least 60% of the frame and remember: LinkedIn is a professional platform, so don't use a group photo, avoid distracting backgrounds and use filters wisely. Still not sure which photo to choose? Take a look at how the photos of the people in your company, industry sector, or business level look. Match that.

B Make your profile stand out with a background image

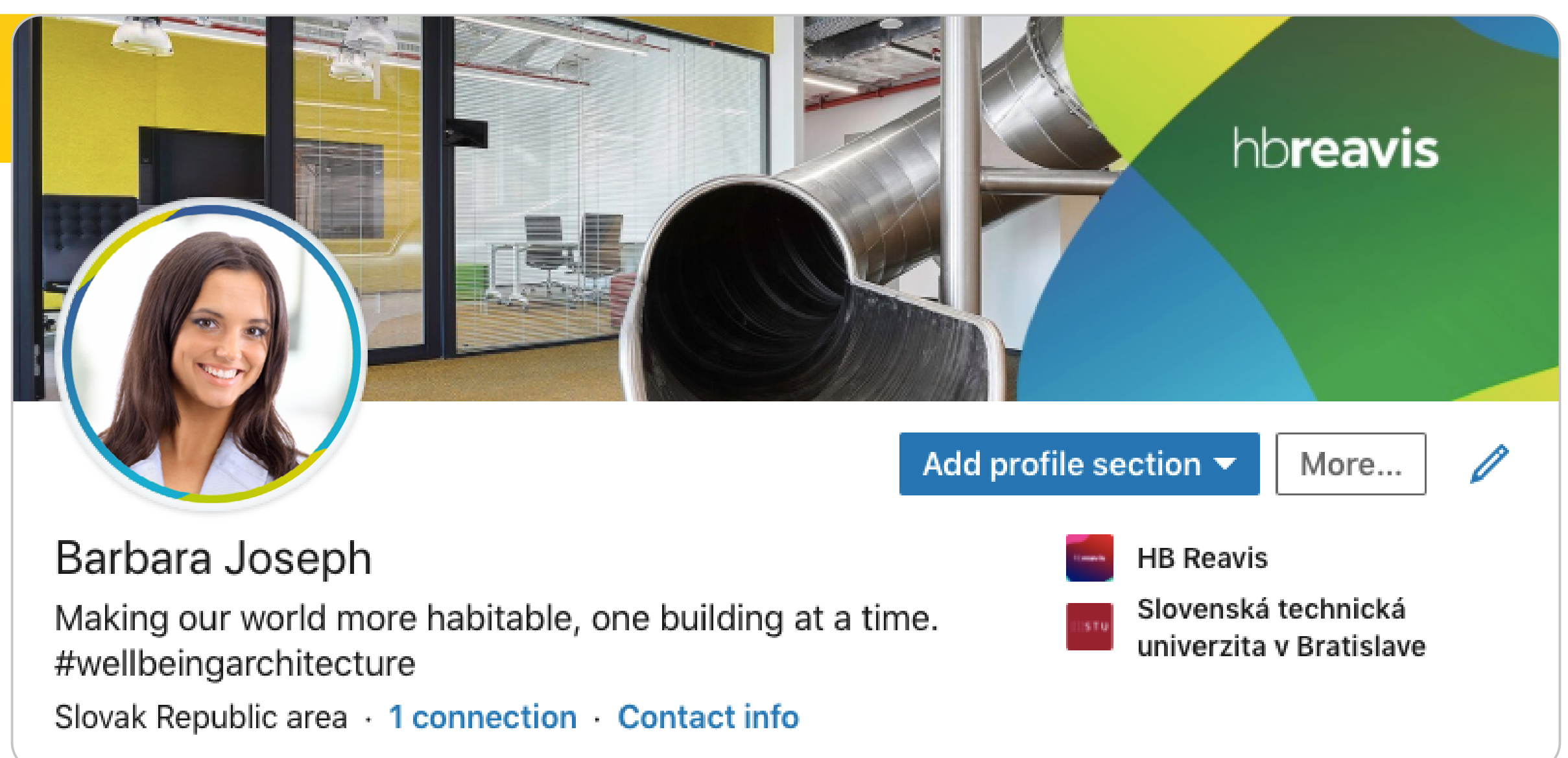
Your profile picture is not the only photo people will see when they check out your profile. There's also your LinkedIn background photo. It should reinforce who you are and visually support the written portions of your profile. Moreover, your LinkedIn profile's background image is your opportunity to create a positive first impression. The picture has to look professional, but it's up to you to select the right image that reinforces your personal brand.



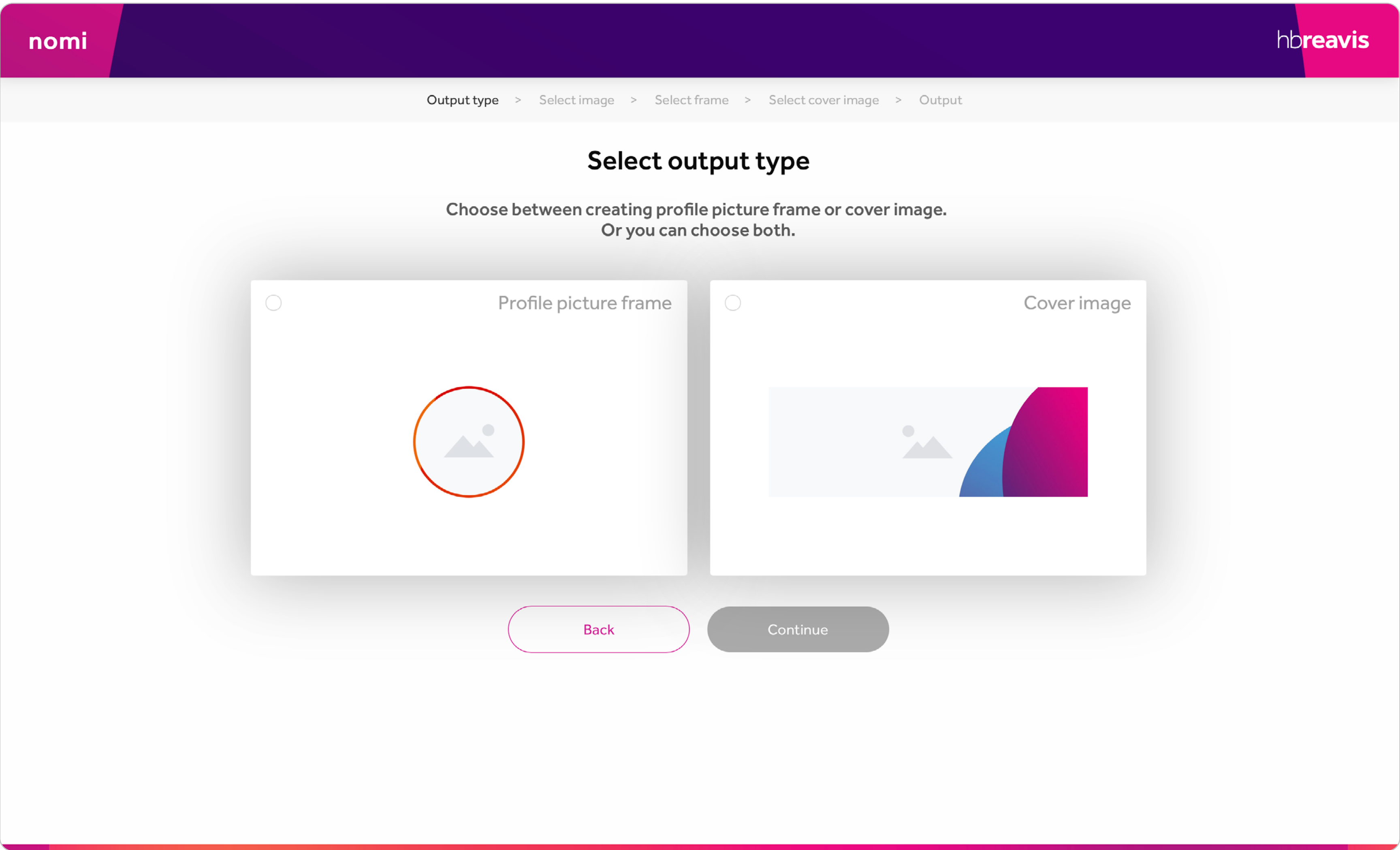
WRONG EXAMPLE



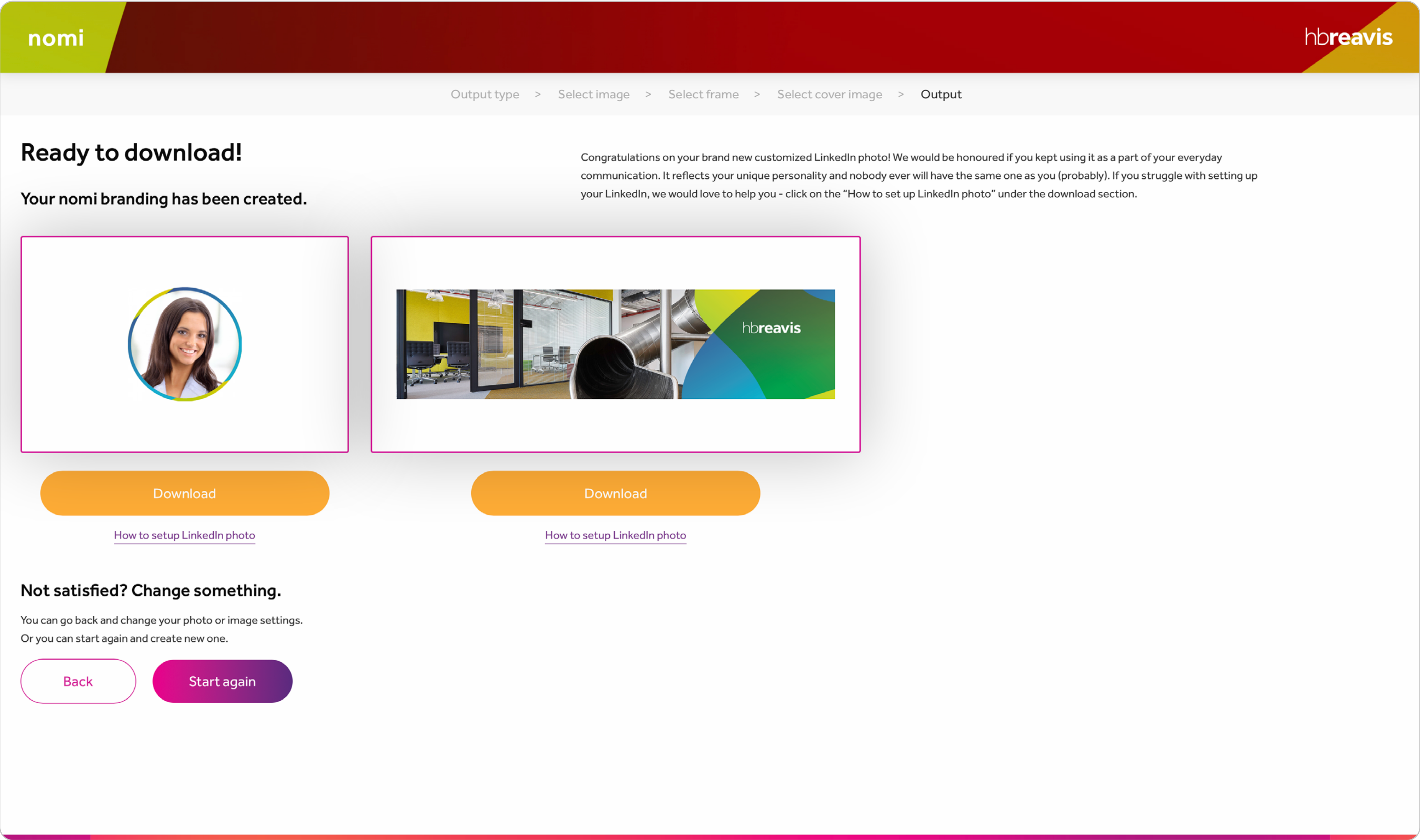
CORRECT EXAMPLE



Need a helping hand? A new part of Nomi, the LinkedIn brand creator, will help you with that!
Visit nomi.hbreavis.com and create your own customised LinkedIn branding or watermark.



OUTPUT OF CUSTOM BRANDED IMAGES



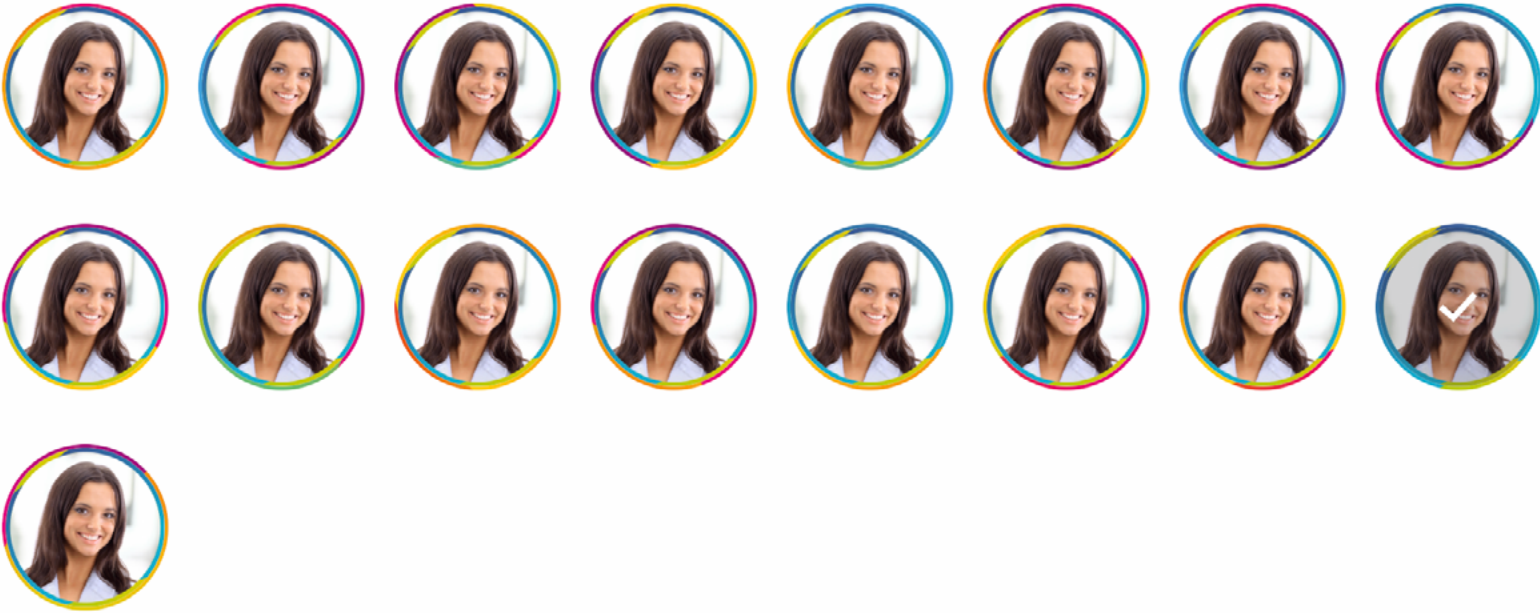
PROFILE PICTURE

nomi

hbreavis

Output type > Select image > **Select frame** > Select cover image > Output


Select frame colour



Back

Continue

Preview



Change image

COVER IMAGE



nomi

hbreavis

Output type > Select image > Select frame > **Select cover image** > Output

Select cover image

Select pulse



Select cover image

Brands

Projects

Workspace

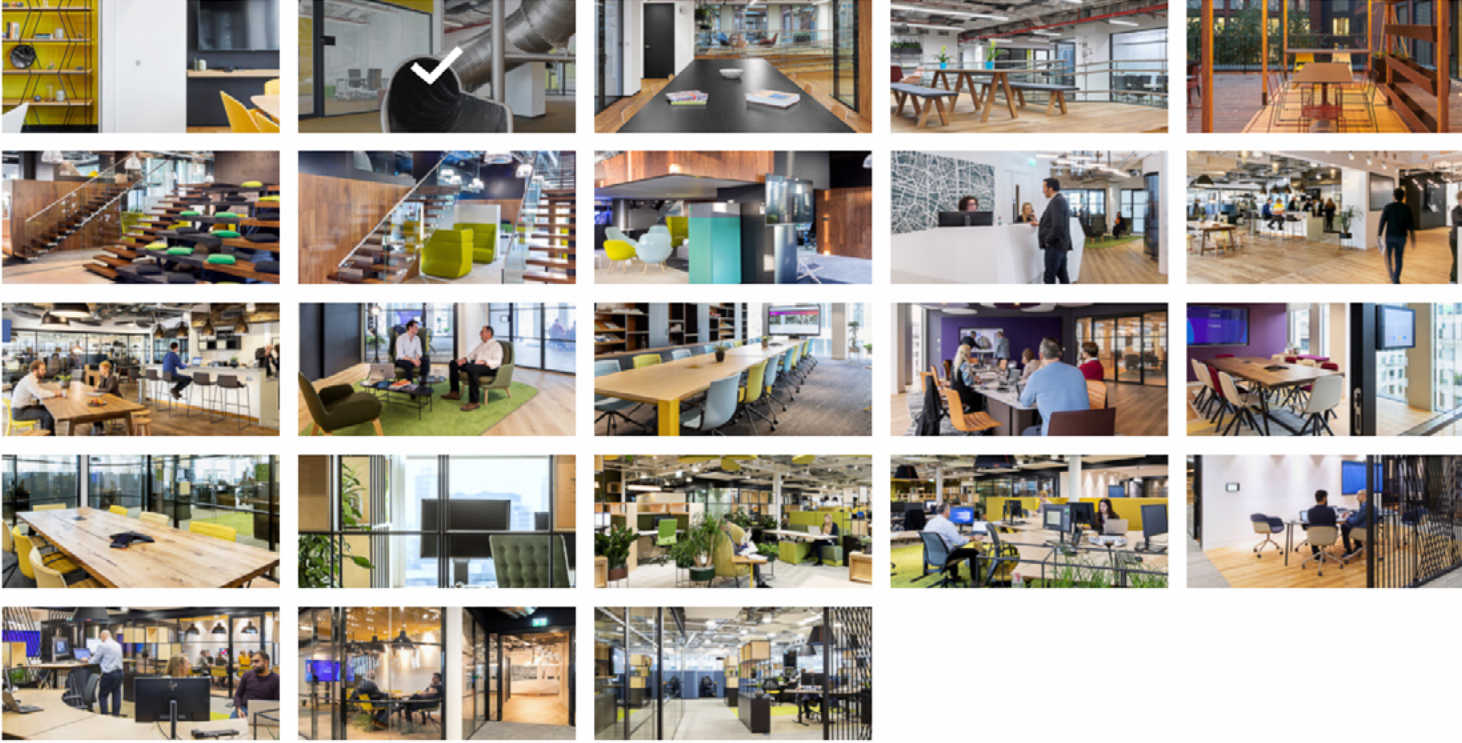
Coworking

Engineering

Finance

Legal


Upload your own...



Back


Continue

Preview



Upload own image

6

 LinkedIn Onboarding

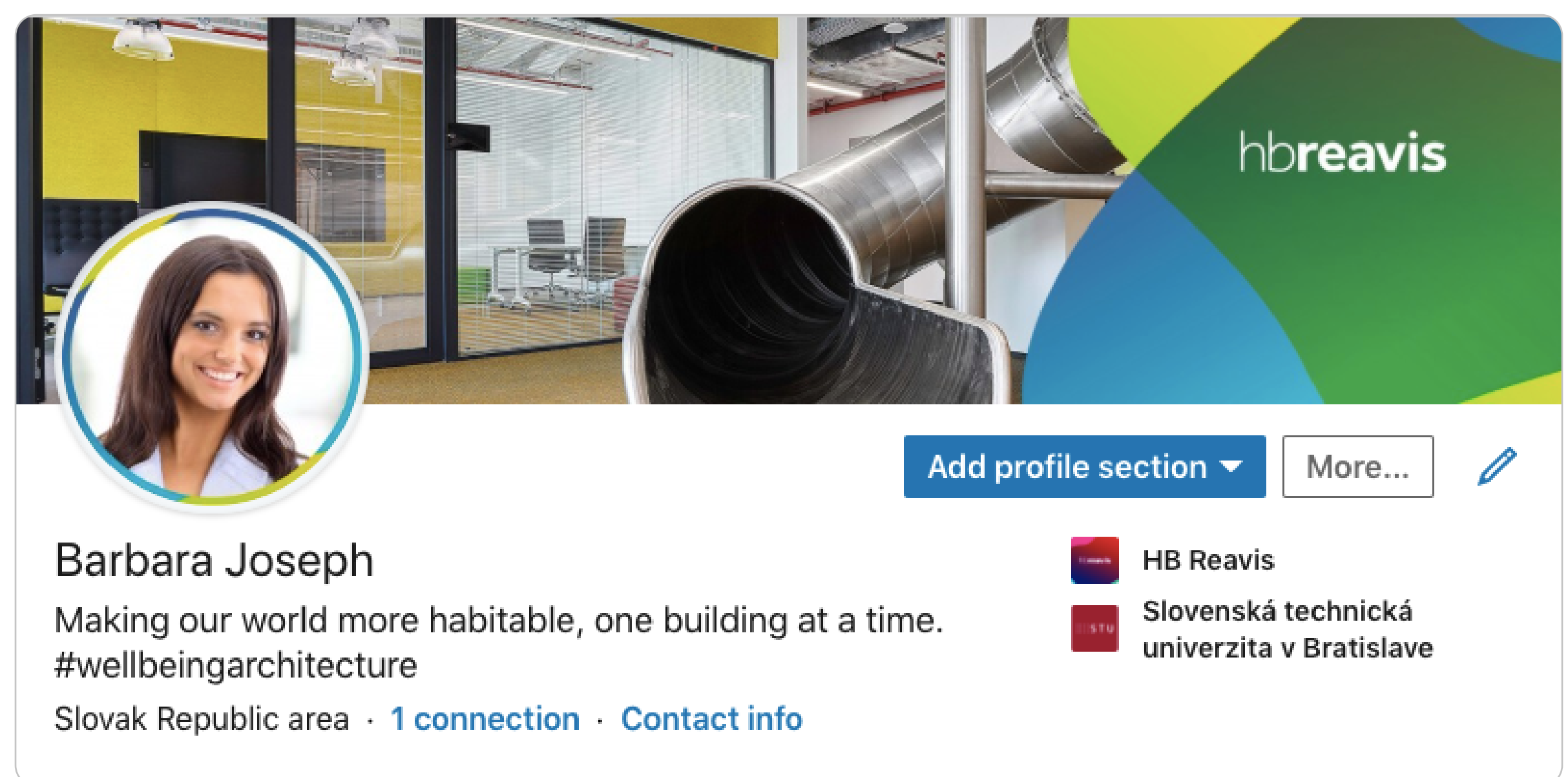
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Be recognised

It's really important to have your profile filled in with your work related details. By doing so, you improve your chances of being found by interesting people using the LinkedIn search engine. Fill in your profile description, tagline, relevant job experience, education and don't forget to include your skills as well. Remember, relevant is the important word here. No one is really interested in your high school part-time job in the grocery shop.

A Write a headline that gets you noticed

Your headline doesn't have to just be your job title and company – in fact, it shouldn't be. Use the space to showcase your skills, your knowledge and pinpoint what sets you apart from the competition. The more specific you are, the better.



B Don't skip the summary part

There is a text box just below your profile picture that you shouldn't leave blank. Your summary is the one place you define yourself in your own words, free of start dates and titles. Highlight your biggest career achievements, show your personality and even feel free to mention your hobbies. It strengthens your first impression in a way no other profile section can.


About

A strong believer in the ability of architecture and research combined with design thinking for strengthening our societies and having a positive effect on the world.

C Show your work experience

Show off your expertise. Be organised and concise. Focus on what you've done in your previous positions that led to measurable results. Don't only include what your job duties are. Add your company websites, projects you've worked on, articles you've drafted or anything else that can provide a more multimedia look at your work.

Experience



Architecture Specialist

HB Reavis


Jan 2020 – Present · 1 mo

London, United Kingdom

- Working on the design of commercial projects, performing site visits, producing detailed architectural drawings

- Co-operation with Well Living Lab, integration of scientific research results into architectural design

- Conducting reports on the progress of projects



Architect

Architecture BVN · Full-time


Mar 2017 – Mar 2019 · 2 yrs 1 mo

London, United Kingdom

- Participated in all phases of the design and construction processes on 6 major projects nationally and internationally.

- Produced layouts and drawings and assisted clients throughout the projects. Clients h ...[see more](#)

Education




Slovenská technická univerzita v Bratislave

Master's degree, Architecture

2001 – 2006

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 LinkedIn Onboarding

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D Is there anything else the world should know about you?

Do you speak an exotic language? Do you organise community meetings in your neighbourhood? Have a project management certificate? Add projects, volunteer experience and languages to your profile. It is a great way to showcase your unique skills and experience and stand out from the crowd.

Accomplishments

2 Languages

English

Native or bilingual proficiency

Thai

Professional working proficiency

E Ask for recommendations

LinkedIn has a built-in feature that allows you to get recommendations from people you’ve worked with or for. Recommendations may not be the most essential part of your profile, but if you can get a couple genuine ones, it can help boost your credibility. Ask your former supervisors, clients and vendors. And remember, the most common way to get a recommendation is to give one.

Skills & Endorsements

Take skill quiz

Architectural Design

Architecture

Marketing Analytics

Industry Knowledge

Analytics

Design

Construction

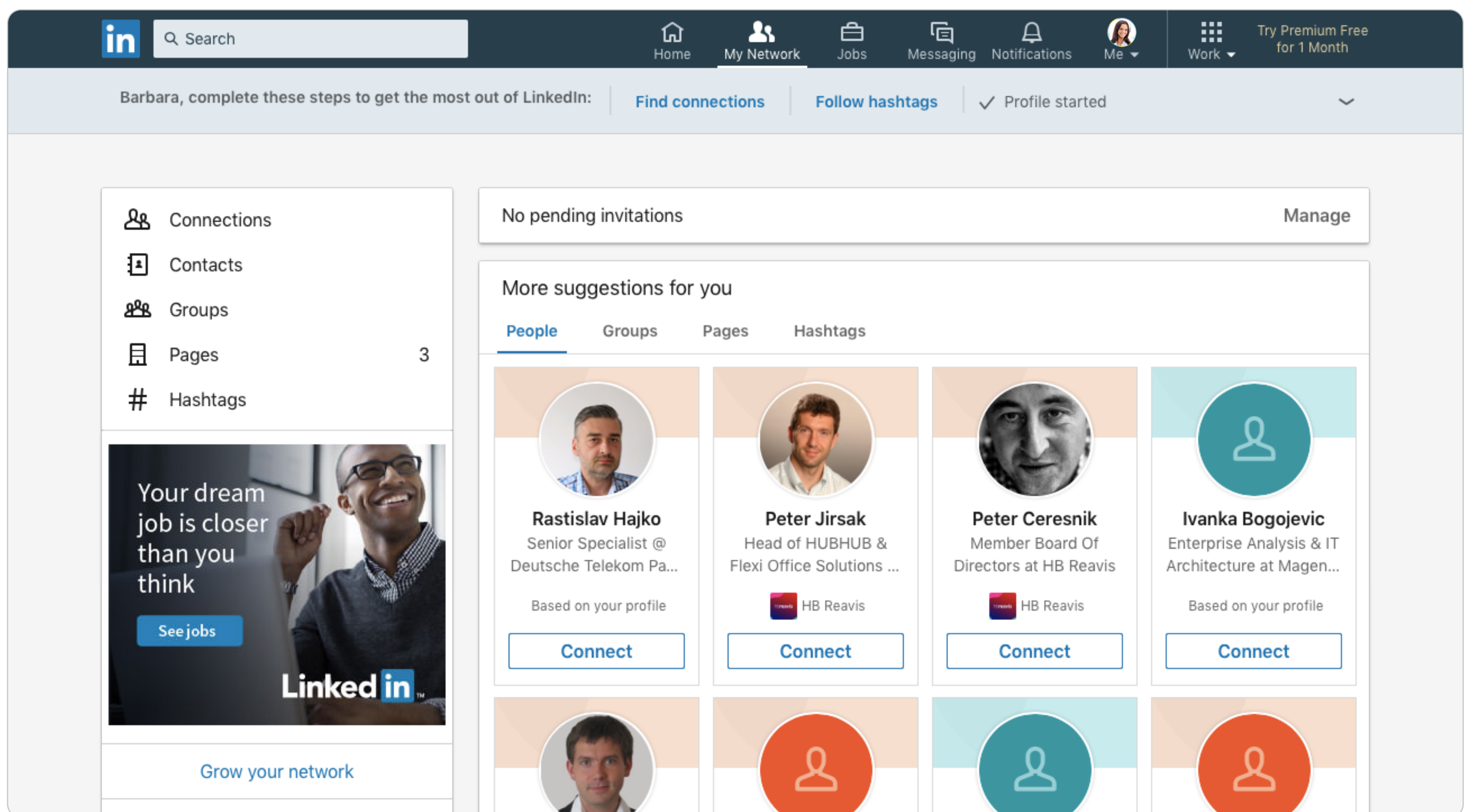
Show less

Find your audience or become part of someone else's

One of the most important aspects of your LinkedIn presence is having a well built network of connections. Connect with people from your present and past jobs, people from your personal life and also with people you find inspiring. Unlike other social media platforms, it's not considered strange to connect with people you don't personally know. In the end, it's for work!

LINKEDIN CONNECTIONS

Also, don't forget to ask the people you have worked with in the past to endorse your skills and feel free to return the favour.



Choose your tone of voice

Remember, LinkedIn is a professional platform. Most of us act differently at home and at work. Consider LinkedIn as one big, long lasting networking event. Stay your professional, but authentic self, and your voice be heard by some very interesting people. It's important to differentiate yourself from the crowd.

Out there you don't only represent yourself, but you're also a representative of HB Reavis. We like to think of you, our coworkers, as hardworking and ambitious as well as outwardly observant and open-minded. We are community-driven, inclusive, open, approachable and responsive with an informal yet respectful manner of communication. Hope we're on the same page!

Share with the world



Now that you've built your foundation here on LinkedIn (see the development analogy, huh?), it's time to share your ideas, opinions and inspiration with the world! Why? The more active you are on LinkedIn, the more visible your profile gets.

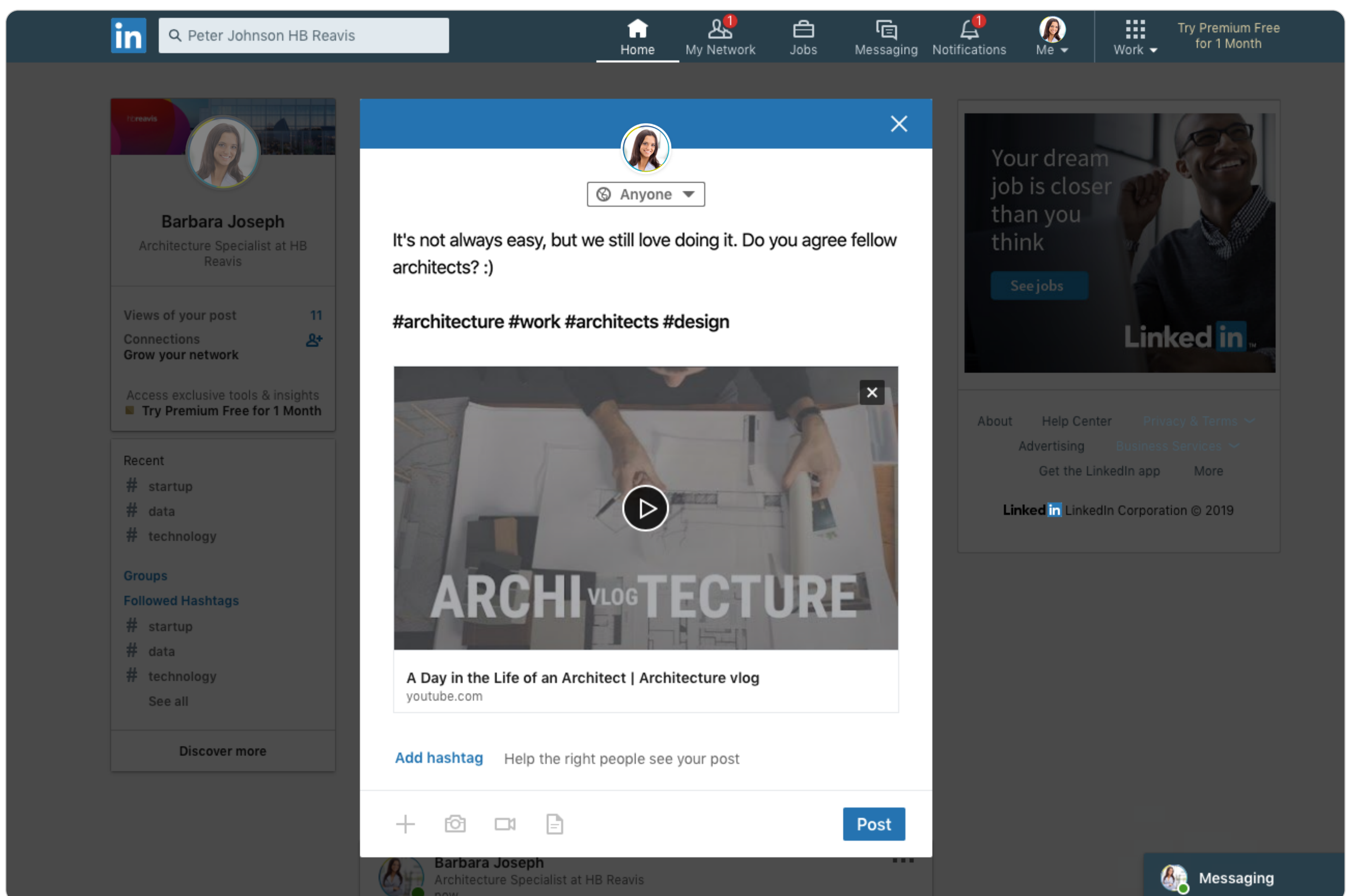
Make posting your habit

Posting every day will help you reach your audience on a regular basis, thus building your image of a professional effectively.

Don't be scared to publish a few posts per day. The people in your network won't get spammed. It will always find its way to the most relevant ones that tend to interact with your posts. Remember, user interactions help your posts spread, even among people that are not directly connected with you. You'll often find your posts spark conversation among other professionals from your field.

LINKEDIN POST

In the worst case scenario, try to post at least two to three times per week.



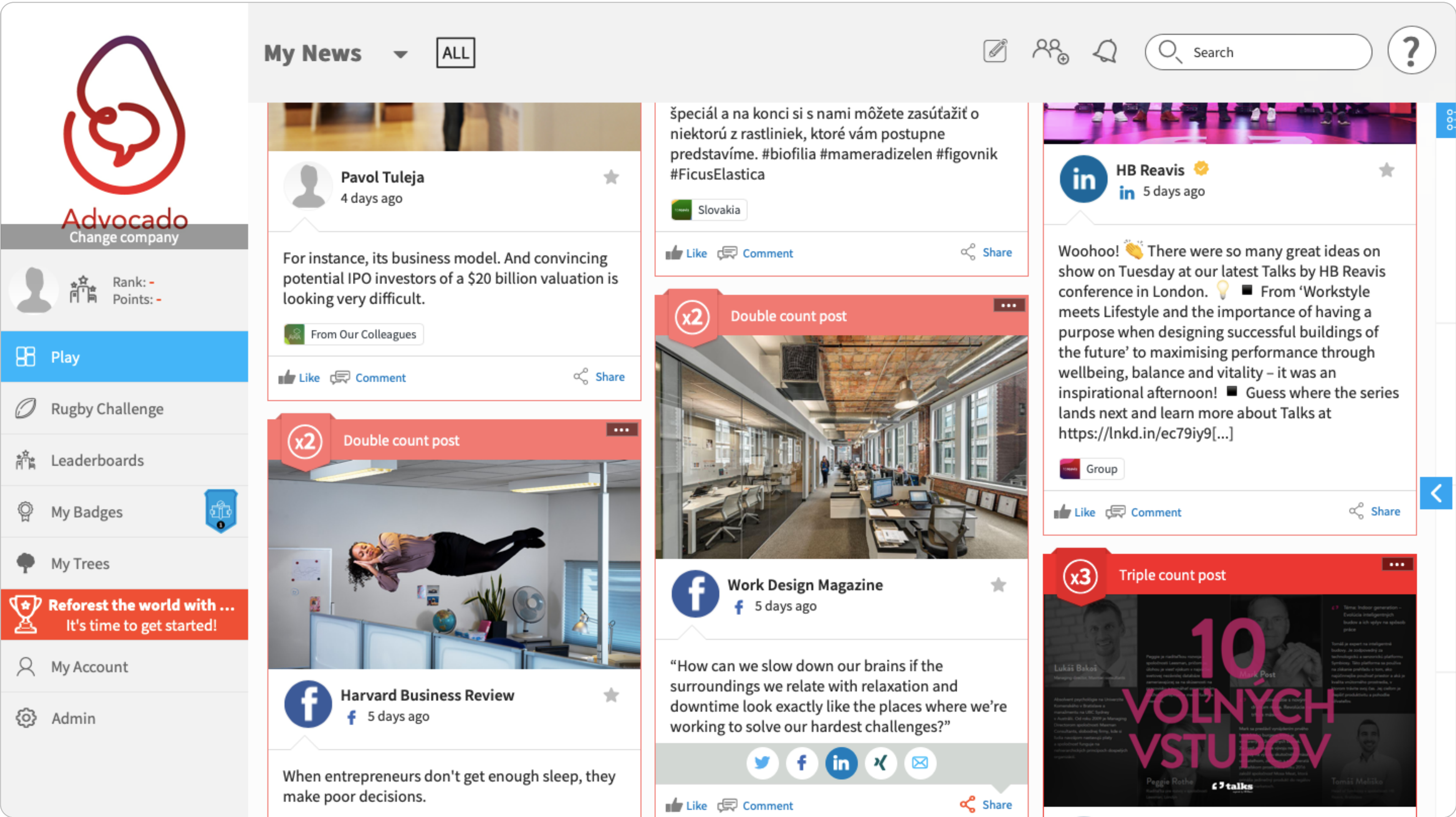
The What’s
and the How’s

We believe that the cat stunt video montage you found on social media today was really funny, but does it have a place on LinkedIn? Definitely not!

Instead, try to find ways to inspire or inform your connections with posts relative to your professional field. It may vary from news articles, videos, speeches, your work achievements to even posting your own photos from conferences or work trips. There are many ways to create content that is interesting, but will also keep you in that professional corner of the ring. It’s also very important to stay up-to-date and react to the newest topics out there as soon as possible. Get creative!

Your biggest helping hand in creating content will always be our social media advocacy platform, Advocado, powered by Sociabble. It offers the most relevant and up-to-date content, handpicked by our marketing team and contributed to by active employees. Feel free to use it on a daily basis to make your job on LinkedIn easier. Register at **advocado.hbreavis.com** or login directly via:

ADVOCADO (SOCIABBLE)



Don’t forget to always add your view on topics and try to engage your connections by asking about their opinions. Be consistent with this and watch your posts go viral on a regular basis!

Your voice matters

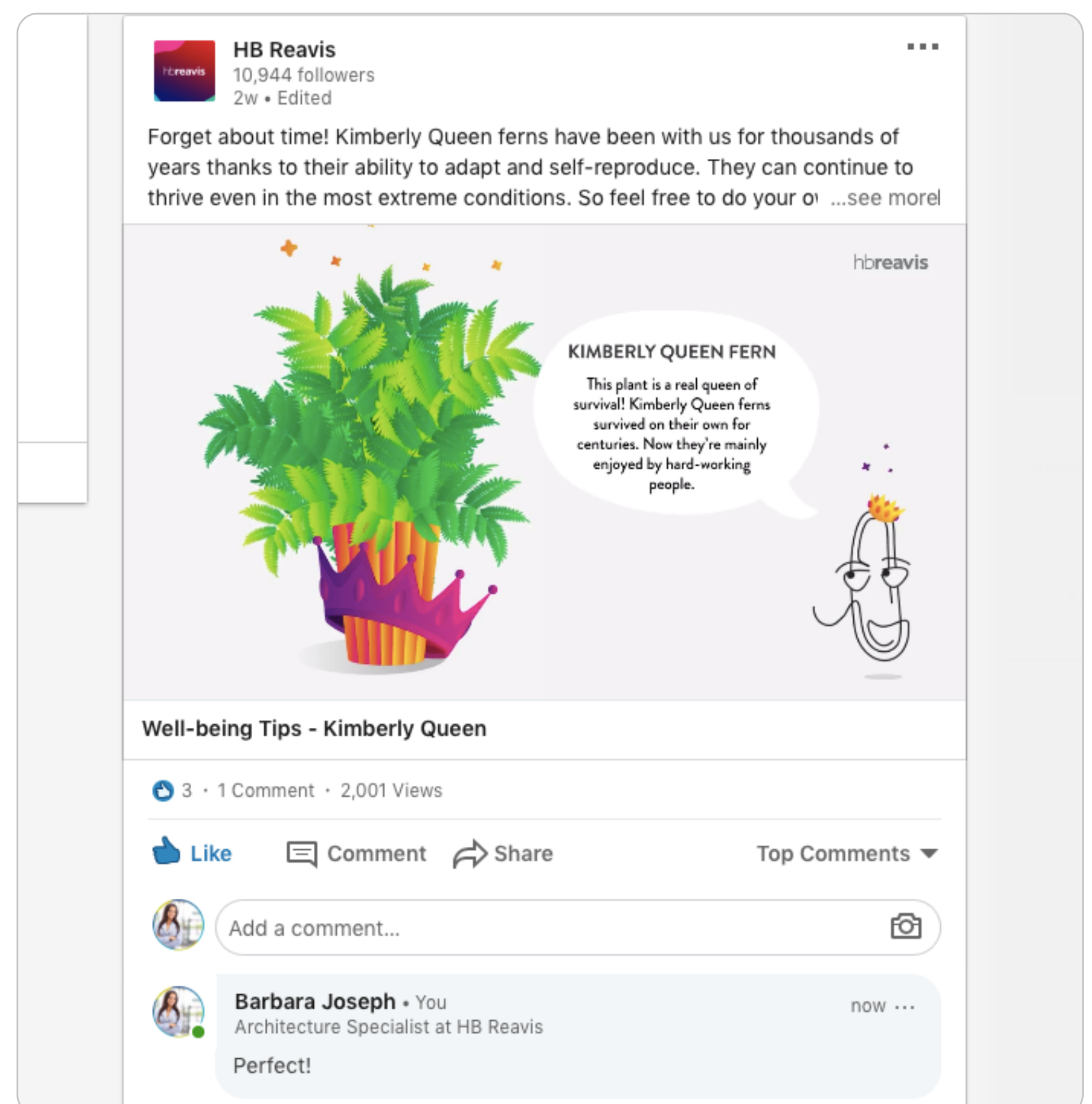
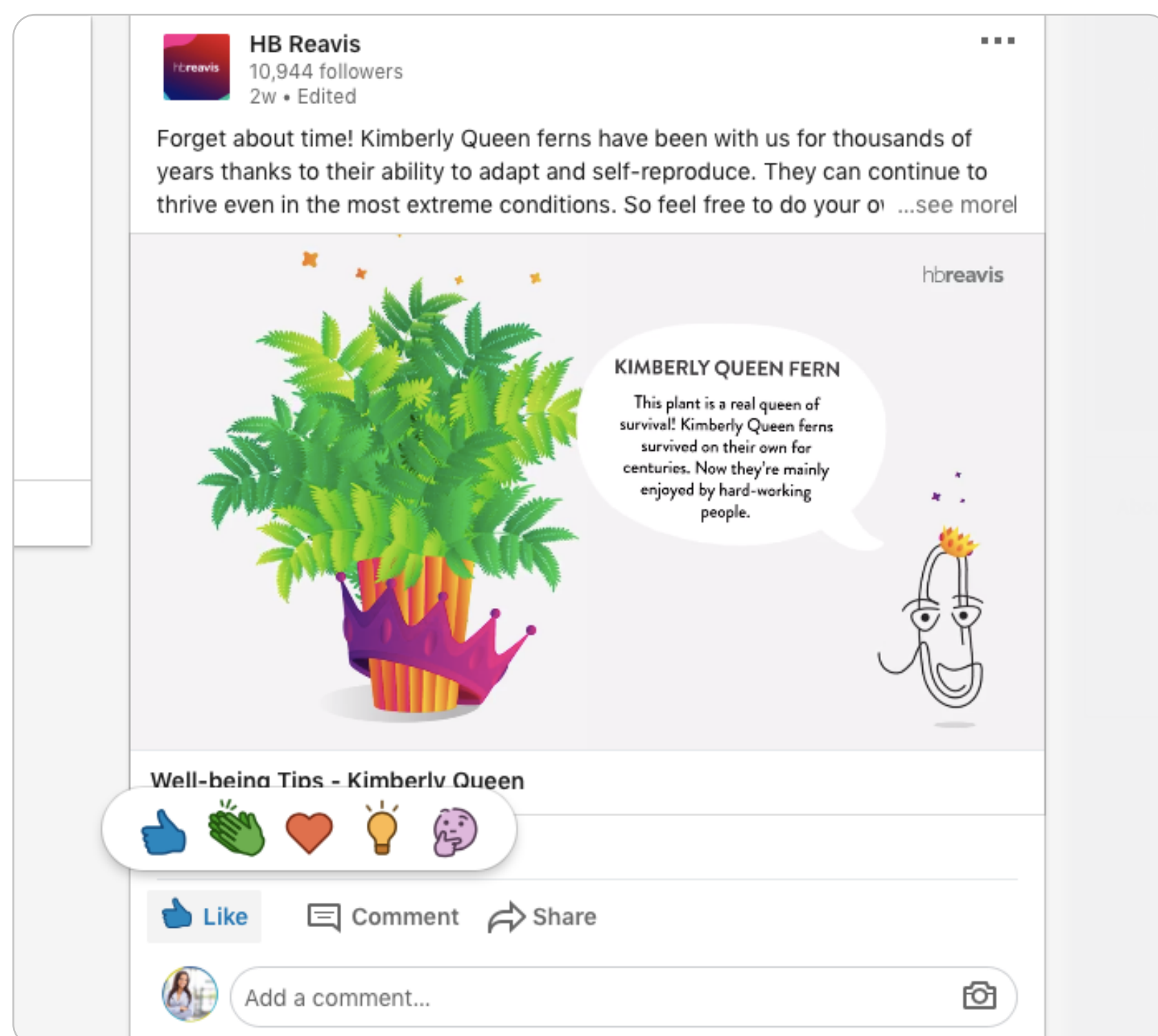
There is another important aspect of maintaining your LinkedIn presence – comments. It's never a bad idea to voice your opinions on topics you are confident about. Join the conversations happening under posts from other people or brands to boost your professional image.

The more you comment, like, share and post, the more visibility you get. It's the how LinkedIn works.

You should also be sure not to forget about the people that comment on your posts. When people react to it, don't ignore them. It's considered polite to answer the comments.

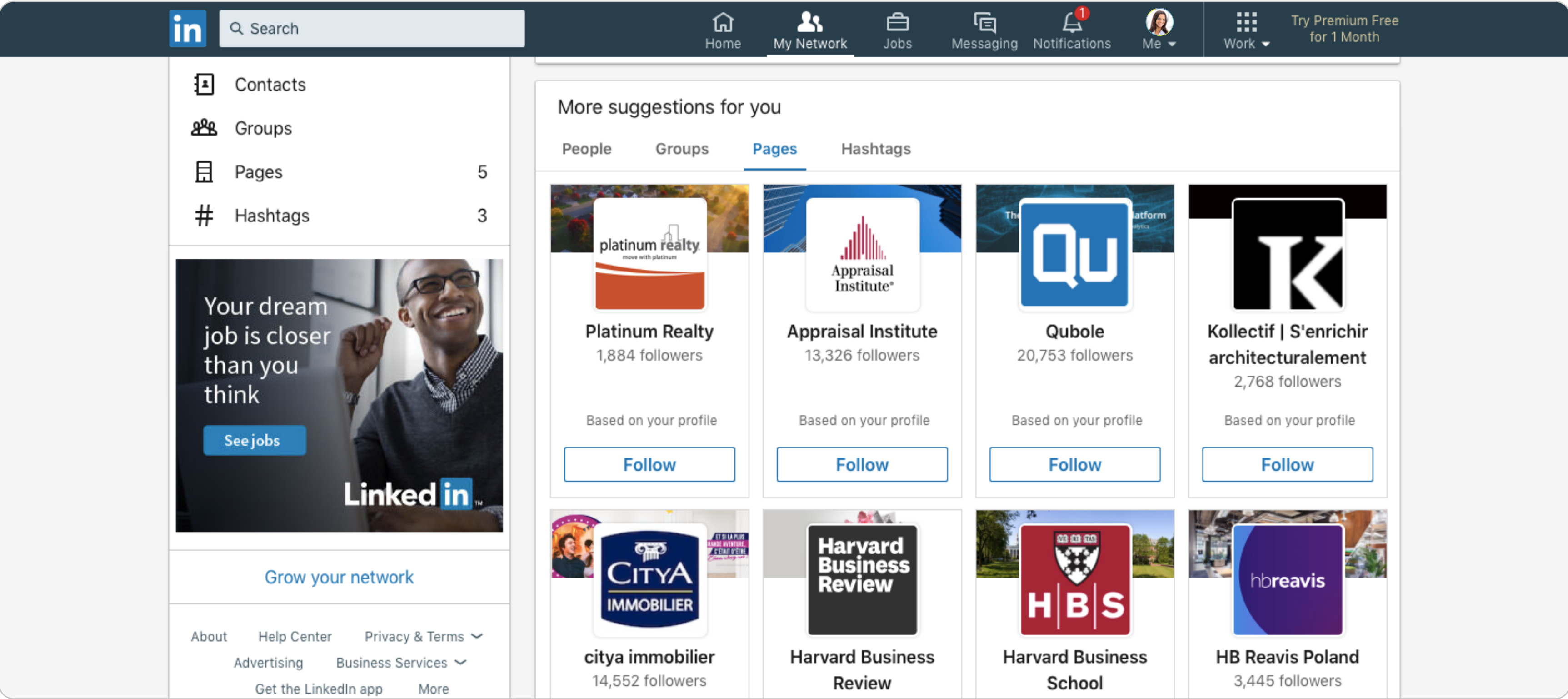
Apart from commenting, you are also very welcome to like the posts you find interesting. It may not reward you with as much visibility as commenting, but every engagement counts. And the bigger your engagement is, the more visible your profile gets.

LINKEDIN POST REACTION



Follow pages for extra information

There are not only professionals on LinkedIn, but companies as well. Following an organisation makes it easy for you to gather information to trigger a conversation. When you follow a company, you receive their updates and current developments such as information about upcoming events and conferences, blog posts (don't forget to share or comment the interesting ones), press releases and much more.

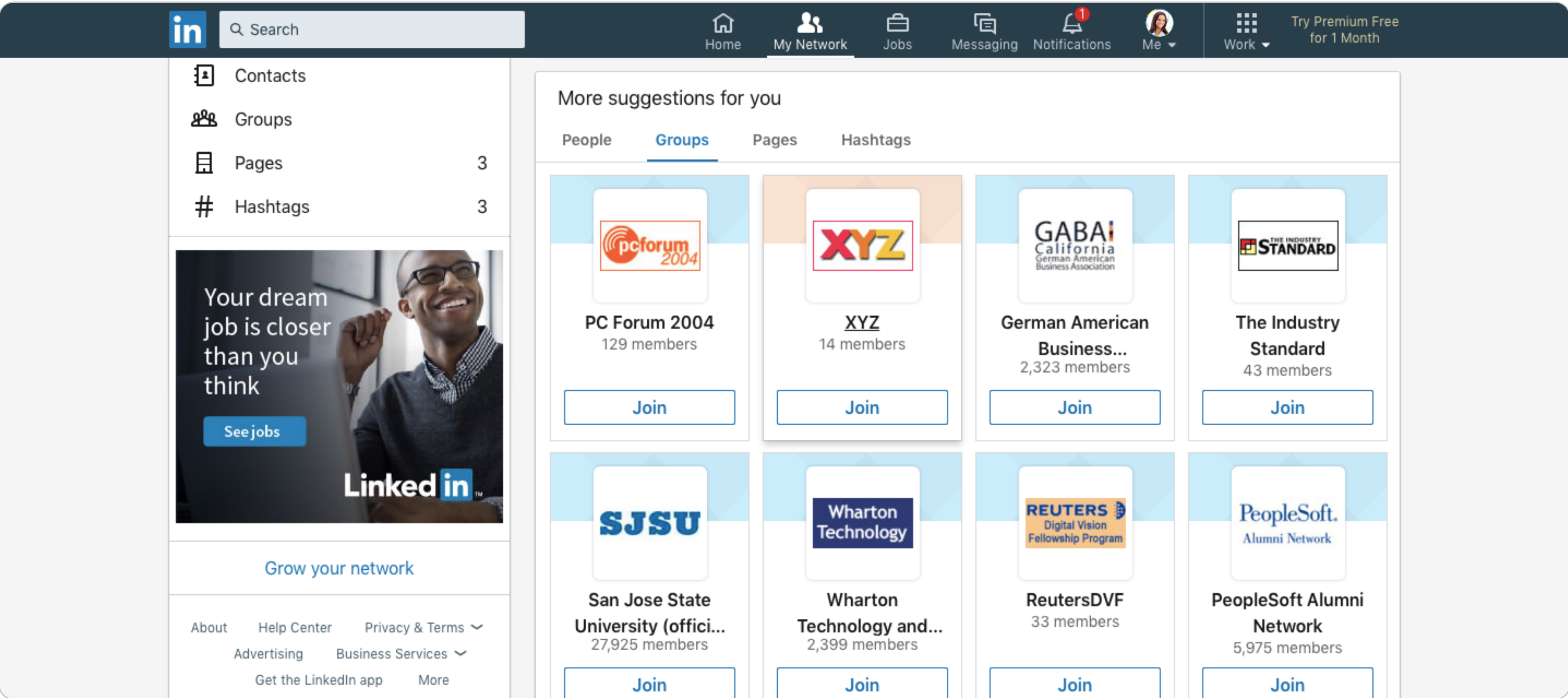


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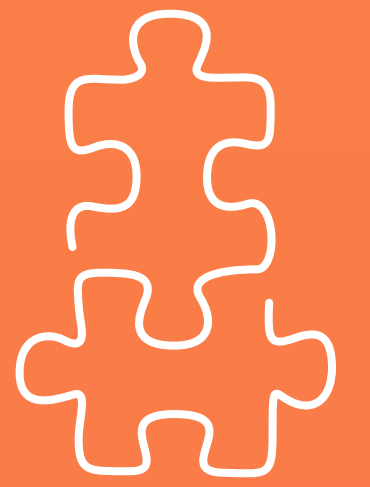
Join relevant LinkedIn groups

LinkedIn groups are hubs on LinkedIn which provide a place for professionals in the same industry or with similar interests to share content, find answers, make business contacts and establish themselves as industry experts. Being an active participant in a group can help you network with other professionals and businesses in your field, especially those outside of your immediate circle of current and present colleagues, classmates and employers.

Search for groups relevant to your industry to start engaging with posts and members.



Content creation is a game



And games are meant to be played! There are many possibilities to get creative on social media. LinkedIn offers multiple post formats that will help you make diverse and catchy content. Let's take a look at some of the best practices.

Content creation is a game

1 Text posts

The fastest way to create a post on LinkedIn is to write a short commentary. Statistically, posts with attached media work better, but if you have a sudden idea or contemplation on some of the trending topics, feel free to share your view using this simple post format.



Barbara Joseph
Architecture Specialist at HB Reavis
now • 🌐

Emerging Trends in Real Estate in Europe 2020 survey conducted by PWC showed some pretty interesting results.

Climate change is seen by respondents as having the biggest impact on real estate over the next 30 years. Almost half of survey respondents say climate change has become a greater risk within their portfolio, and 73 percent expect that risk to become greater over the next five years. Ideas?

#climatechange #realestate #sustainability #environment #climatecrisis

2 Photo posts

Teambuilding, new offices and selfies with your idols from the field? These and your work related photographs belong on your LinkedIn profile! Feel free to post them on a regular basis and add a short caption to introduce your audience to it. People often like to see and share positive work experiences!



Barbara Joseph
Architecture Specialist at HB Reavis
now • 🌐

Currently at MIPIM UK, the leading property summit in the UK real estate market with my beloved coworkers!

Be sure to stop by our stand G13-H14 to see our projects like One Waterloo (Elizabeth House) and Farringdon West. So excited to meet you. :)



3 Link posts

Did you launch a new project at work? Did you read an interesting article or listen to a fascinating podcast? Paste the link in your post and add your opinion and a question. This is one of the fastest and most widely used methods of publishing inspirational content.



Barbara Joseph
Architecture Specialist at HB Reavis
now • 🌐

So excited to announce that the project I've been working on in Hungary for the past few years is getting recognition!

Agora Budapest has become the first commercial building in Hungary to be given BREEAM Communities precertification.



Agora Budapest has been recognized by pre-certification for BREEAM Communities!

hbreavis.com


👍 Like

💬 Comment

➦ Share

4 Video posts

Are you at a conference or on a work trip? Is something interesting happening in your workplace or at the development site? Make a short video, introduce people to the situation or share your experience. Video is still the content king and there's nothing more authentic than your own face and voice reporting about a topic. If you find an interesting video or an inspirational speech somewhere on the internet, feel free to post it on your profile and share your view on it with your connections!





Barbara Joseph
Architecture Specialist at HB Reavis
now • 🌐


...


Me and Roger attended Future PropTech conference in London. So overwhelmed with new inspiration!

We made a quick video with our key takeaways. Real estate is going places in 2020! What's your opinion on the new trends?



 Like

 Comment

 Share

5 Document posts

You often stumble across interesting PDFs around the web ranging from case studies and interesting data collections to annual reports. What a waste it would be if you weren't able to share those with your colleagues! Fortunately, LinkedIn lets you attach documents to your posts and share your opinion or excitement about it.



Barbara Joseph
Architecture Specialist at HB Reavis
now • 🌐

...

So proud to be a part of this company. What a ride it was, who would have imagined 20 years ago we would become one of the leading real estate companies in Europe.

Take a look at our 2018 in facts and numbers. Can't wait what's next!




 Like


 Comment

 Share


6 Articles

Some topics are so complicated that one simple post with a short caption, that one simple post with short caption isn't enough to show your expertise on it. If you are inclined to writing longer and more in-depth texts, there's a way to present yourself on LinkedIn. Use the option to create an article post! In the long run, you may even end up being a famous LinkedIn blogger, you never know! Just don't forget to use exciting headlines that would even make you click on it. And don't forget a nice illustrative cover picture!





Barbara Joseph
Architecture Specialist at HB Reavis
now • 


I've made a blog piece on our Well Living Lab project. Science meets real estate!



Well Living Lab – a replica of a real indoor working environment, explained
Barbara Joseph on LinkedIn
Well Living Lab simulates indoor environments and situations to scientifically measure the relations...


 Like

 Comment

 Share


7 Suggest a post

Last but not least, if you find content of any kind that seems interesting to you, feel free to suggest it in Advocado. This way, our marketing team can prepare our own HB Reavis branded content about the topic. This will enable you and your colleagues to share the custom content you suggested.




HB Reavis
10,944 followers
2w • Edited


Forget about time! Kimberly Queen ferns have been with us for thousands of years thanks to their ability to adapt and self-reproduce. They can continue to thrive even in the most extreme conditions. So feel free to do your o...see more!





KIMBERLY QUEEN FERN
This plant is a real queen of survival! Kimberly Queen ferns survived on their own for centuries. Now they're mainly enjoyed by hard-working people.




Well-being Tips - Kimberly Queen

 3 • 1 Comment • 2,001 Views

 Like

 Comment

 Share

Top Comments ▼

Source of inspiration



At first glance, posting daily on LinkedIn might seem a bit overwhelming. Creating posts on a regular basis requires a lot of creativity, doesn't it? Well, yes and no. The posts you create from scratch definitely require some time and effort. Fortunately, there are many easy ways to publish new content on your profile. Let's take a look at some of them.

Advocado

Advocado is our own social media advocacy platform that offers you an endless stream of content. We've made this specifically for you, to make your activity on LinkedIn as easy as possible.

You'll find all of the HB Reavis content there, consolidated into groups for easy navigation and ready to be shared with just one click. Every day, you'll have your up-to-date work related content on hand. You can even use Advocado to suggest your own exciting content to be shared by your coworkers or even on our official HB Reavis channels.

And what's the best thing about this? Your activity on Advocado can result in you getting great rewards every month! So, who will be placed at the top of the ladder as the best LinkedIn pro?

The screenshot displays the Advocado web application interface. The top navigation bar includes a search bar, a user profile icon, and a notification bell. The main content area is divided into three columns, each featuring a 'Triple count post' (x3) or 'Double count post' (x2). The left sidebar contains a menu with options like 'Play', 'Rugby Challenge', 'Leaderboards', 'My Badges', 'My Trees', 'Reforest the world with ...', 'My Account', 'Admin', and 'Log out'. The main content area shows several posts, including one from 'HB Reavis UK' about Tim Rowe, one from 'HB Reavis Slovakia' about a series of Talks, and one from 'DSTRCT Berlin' about a construction project. The bottom of the page includes a footer with '© Sociabble 2019 | Contact us' and a 'Usage Policy' link.

2

World Wide Web

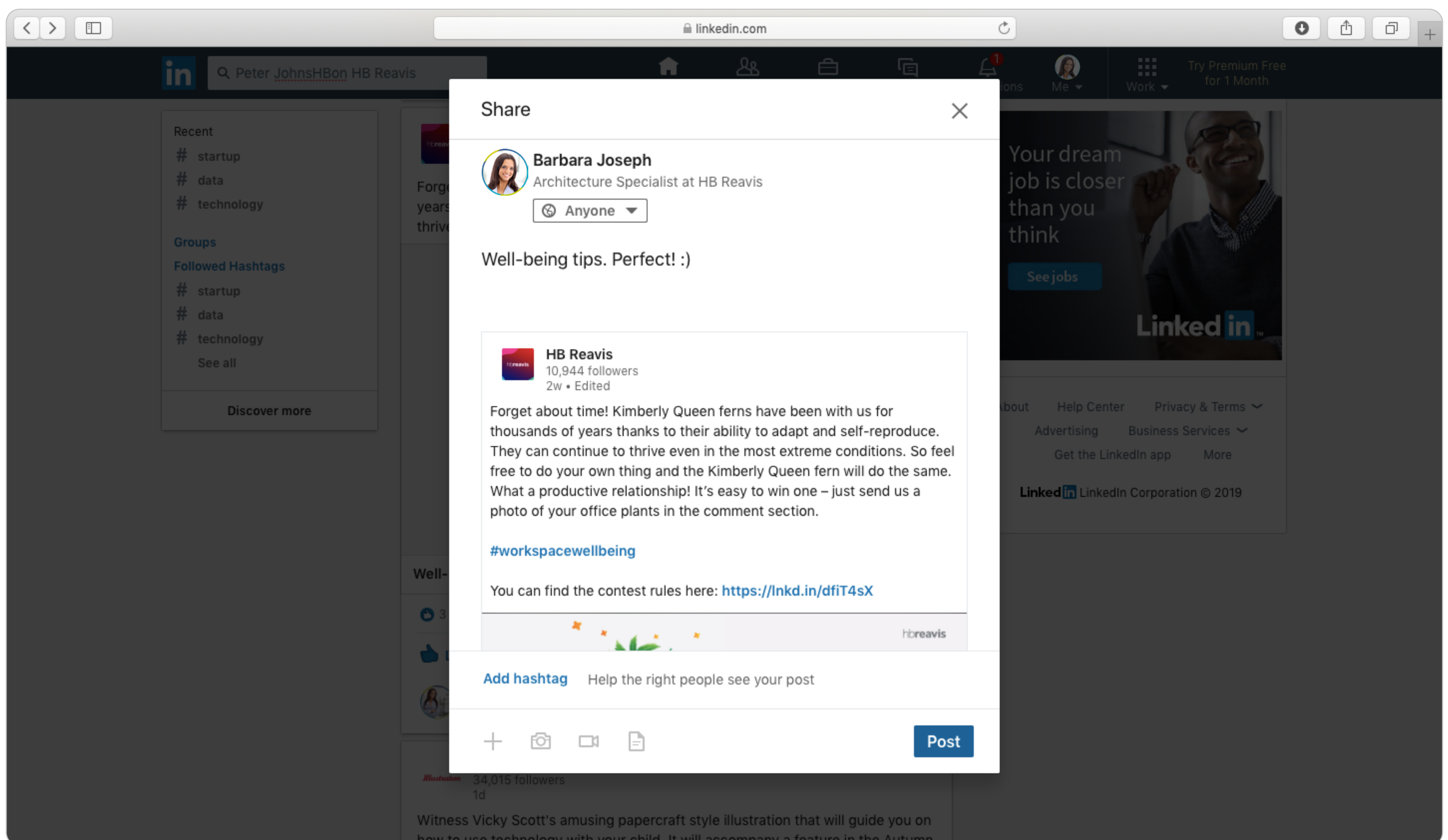
The internet. What a fascinating place full of information. You often find yourself diving deep into articles, watching inspirational videos, listening to podcasts on relatable topics or just laughing at silly stuff. Keep in mind that people you're connected with would appreciate if you shared this interesting content with them. Sharing content created by others from the internet is one of the easiest ways to publish on LinkedIn. Just paste the link, add your opinion, ask a question and... Voilà! The post is ready!

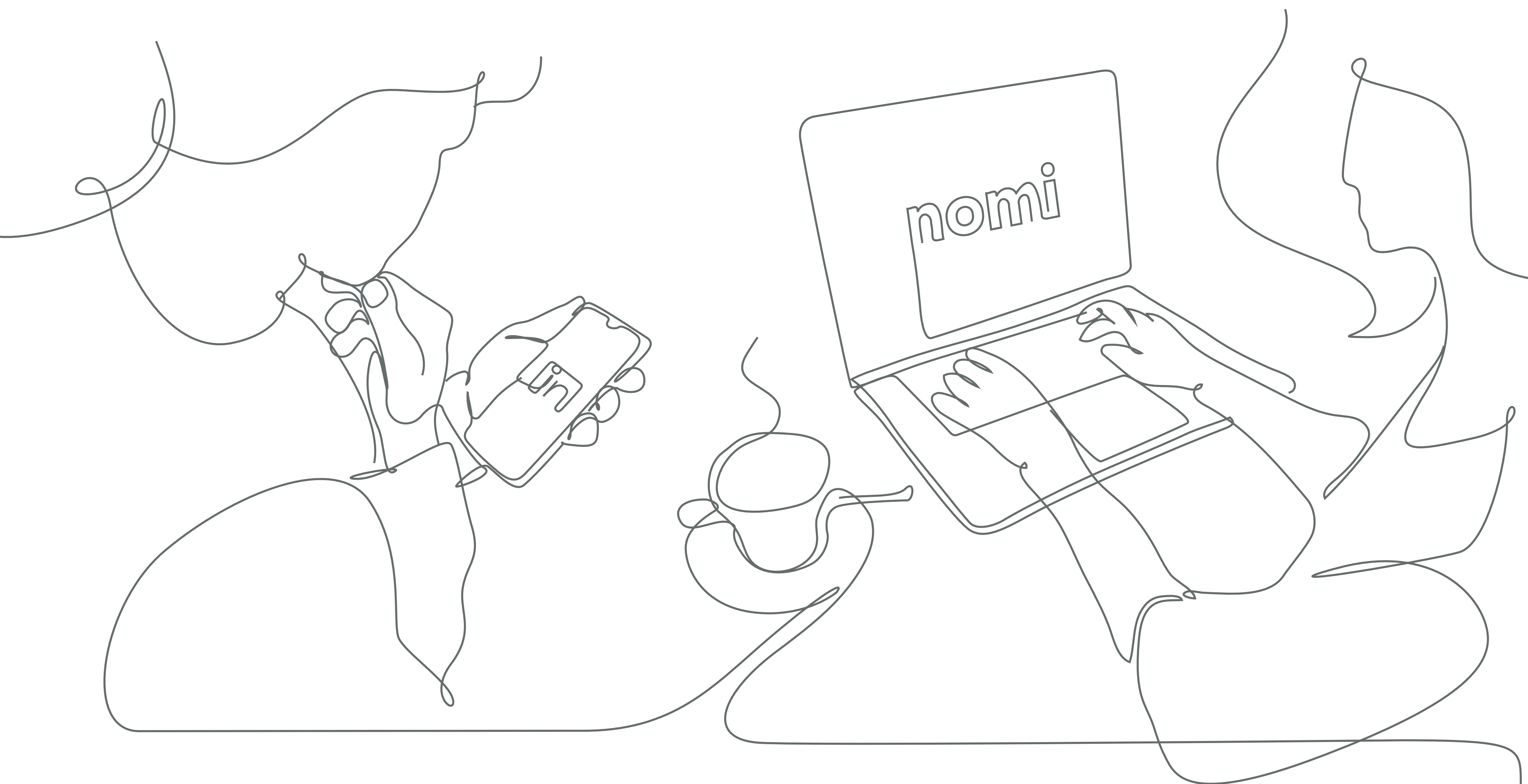
Just remember to use the 'professional' filter, as not everything belongs on your LinkedIn profile. Preferably, put the silly stuff on your other social media channels.

3

Sharing is caring

And last but not least, the content on LinkedIn itself. If you stumble across interesting content shared by other people on LinkedIn, feel free to use the share button. It's easy, it's fast and it doesn't hurt at all!





Quick tips to remember

- 01 Be professional
- 02 Publish posts on a daily basis
- 03 Help yourself by using Advocado
- 04 Create short and captivating headlines
- 05 Use relevant #hashtags
- 06 Use @mention to tag people mentioned in your post text
- 07 Help yourself by sharing content created by someone else
- 08 Catch interesting moments from your work
- 09 Try to add media to your posts
- 10 Always add your view on the topic
- 11 Ask relevant questions to engage your audience
- 12 Be up-to-date with your topics
- 13 Share quality insights or expertise in your work field
- 14 Join conversations

People worth following



Workspace & Real Estate Experts



Ian Ellison

[SEE PROFILE](#)



Michael Beckerman

[SEE PROFILE](#)



Adam L. Stanley

[SEE PROFILE](#)



Jeremy Neuer

[SEE PROFILE](#)

Management Experts



Jeff Weiner

[SEE PROFILE](#)

How can we leave out the CEO of LinkedIn himself?



Nozomi Morgan

[SEE PROFILE](#)

Nozomi Morgan is an executive coach. She can help you transition from a boss to a true leader.



Mickey Mikitani

[SEE PROFILE](#)

Is the CEO of Rakuten. He constantly shares his expertise in managing a global player in e-commerce platforms.



Andreas von der Heydt

[SEE PROFILE](#)

Was the head of Amazon’s Kindle Content and now the Director of Talent Acquisition. He has extensive experience in management, branding, and marketing.

Productivity Experts



Gretchen Rubin

[SEE PROFILE](#)

Is a happiness coach and the bestselling author of the The Happiness Project.



Carson Tate

[SEE PROFILE](#)

Is the founder of Working Simply. She advises us to include play in our schedules.



Greg Mckeown

[SEE PROFILE](#)

Is an essentialist. Part of being an essentialist is saying no to many things so that we can focus on the things that matter.



Brian de Haaff

[SEE PROFILE](#)

Is CEO of Aha! Labs Inc. provides strategies on how to be productive and happy at work at the same time.

Marketing Experts



Sujan Patel

[SEE PROFILE](#)

Is VP of Marketing at When I Work, an employee scheduling software. He is an expert in content marketing and he even shares his ideas on content marketing in 2020.



Megan Berry

[SEE PROFILE](#)

Is the Head of Product Development at Rebelmouse, a content marketing and AlwaysOn powerhouse.



Sean Gardner

[SEE PROFILE](#)

Will help you navigate the social media landscape. This includes how to use different platforms to help accelerate your career. He is also the bestselling author of The Road to Social Media Success.



Christel Quek

[SEE PROFILE](#)

Is a digital and marketing expert. She is the VP of South East Asia at Brandwatch. Their products help businesses utilize social media data to make better business decisions.

Personal branding experts



Dorie Clark

[SEE PROFILE](#)

Is the author of Stand Out and Reinventing You. He can help you craft the professional image you’ve always wanted.



Dan Schawbel

[SEE PROFILE](#)

Is the managing partner of Millennial Branding. If you’re a millennial, Dan is the guy to help you craft your personal brand.

Other notable experts to follow



Lisa Gates

[SEE PROFILE](#)

Lisa Gates is the expert to follow if you’re negotiating for higher salaries and promotions.



Marc Miller

[SEE PROFILE](#)

If you’re a Baby Boomer, Marc Miller will help you navigate the continually changing landscape of the workplace.



Paul Freiburger

[SEE PROFILE](#)

To avoid getting your resumé moved to the “No” pile, read Paul Freiburger’s excellent advice.



James Caan

[SEE PROFILE](#)

James Caan provides insightful ideas on careers in general. He is also a serial entrepreneur.



Katya Andresen

[SEE PROFILE](#)

Provides advice on how to manage your career. She was the CEO of Cricket Media and is now responsible for the SVP Card Customer Experience at Capital One.



Daniel Goleman

[SEE PROFILE](#)

Tim Brown is the CEO at IDEO and shares his insights on Leadership and Creativity.

Other notable experts to follow



Jeff Haden

[SEE PROFILE](#)

Jeff Haden writes on various topics, such as leadership and management. He is the owner of Blackbird Media.



Jay Baer

[SEE PROFILE](#)

If you’re looking for expert business advice on getting new customers and keeping them, follow Jay Baer.



Suzanne Lucas

[SEE PROFILE](#)

aka Evil HR Lady, is a great human resources specialist.



Claire Diaz-Ortiz

[SEE PROFILE](#)

Is a McKinsey partner and is at the helm of the Digital Marketing Strategy Practice Department.



Ryan Holmes

[SEE PROFILE](#)

Is the CEO of Hearsay Social and the author of The Facebook Era.



Colin Shaw

[SEE PROFILE](#)

Customers are the lifeblood of a business and Colin Shaw focuses on revolutionizing this customer experience.



Hunter Walk

[SEE PROFILE](#)

is a partner at Homebrew Venture Capitalist Company and has a specialty in product development and management.



Tori Worthington Rose

[SEE PROFILE](#)

is a Creative Director at Mary Beth West Communications, LLC. She has extensive experience in sales and digital media.

Finally, check out and follow HB Reavis

www.linkedin.com/company/hb-reavis

hb**reavis**