



The LinkedIn Playbook

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Our Purpose

To build a more equitable,
valued, and socially-conscious
early career network

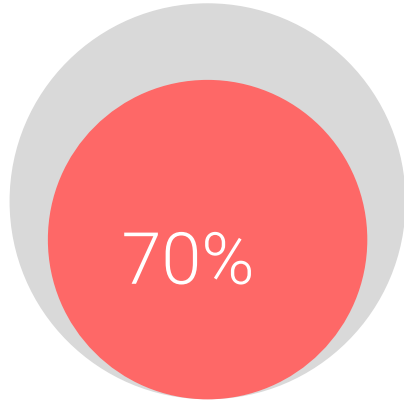


Interactive **social uplift platform** for growth- minded, high-potential people who want to expand their network.

Access to a network of conscious leaders, companions and mentors.

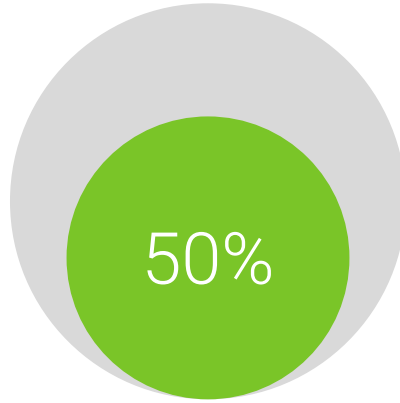
Curated trusted **tools** to help guide our community to live meaningful, socially and emotionally balanced and purpose driven lives.

The Power of Networking



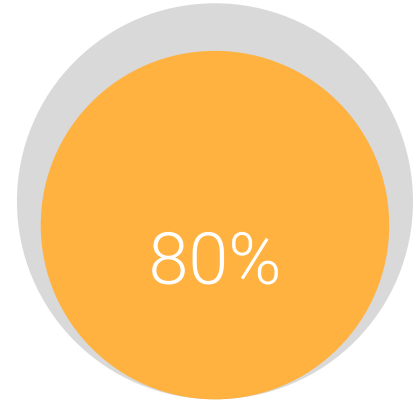
Professionals

Get hired at companies
where they already have a
connection



Jobs

Access to jobs came
through personal
relationships



Students & Graduates

Fear that coming from a
lower socio-economic
background will impact
their career negatively

Our Shared Values

Justice
Equity
Diversity
Inclusion

**J
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**W
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Wealth building
Access
You (Authentic self)
Service



How LinkedIn can work for you in 3 steps:

Step 1. What's your story?

Step 2. Tell your story

Step 3. Talk to others about their story

Step 1: What's your story?

*Develop your personal brand--**Who are you?***

(Not about your work experience, or your degrees, just how would your friends describe you?)

What are your **top 3 values**?

(sometimes this question can be overwhelming. A shortcut is to ask 3 of your friends or colleagues or teachers or family to describe you)

Pick 3 **adjectives** that describe your values:

- Passionate
- Kind
- Service-oriented
- Humble
- Compassionate
- Gritty
- Resourceful
- Fun
- Joyful
- Responsible
- Helpful
- *Bring your own*

Pick 3 **Nouns*** to follow what you do?

- Hustler
- Teacher
- Storyteller
- Organizer
- Problem Solver
- Creator
- Builder
- Leader
- Observer
- Planner

What do you like?

- Numbers
- Storytelling
- Both
- Neither

What do you want to **explore**?

- Social Impact
- Music
- International careers
- Finance
- Marketing
- Law

*** It's OK if you don't know! ***

Step 2: Tell your story

Now let's see how that looks in real life!

"Hi I'm (name). I'm a (Value, value, value) (Noun). My dream in life is to (insert personal dream or what you want to do for now) and (insert dream for your family or your community). What I wish I knew right now is (insert one struggle and/or question you have)"

"Hi I'm Jen. I'm a curious, gritty and service-focused leader. I like to find and tell stories to simplify things. My dream in life is to provide people the connections and tools they need to build wealth while pursuing purpose driven lives. In my community I'd like to see a more equitable, valued, and socially conscious leaders. What I wish I knew right now is how to connect and engage more people so they don't miss these opportunities."

Cool! So... now what's next?

Things you can start doing right now:

Update your LinkedIn

- Be personal
- Use your cover space
- Upload a picture

Create a video

- Use your script and make a short video
- Upload to LinkedIn

Develop and share content based on your script

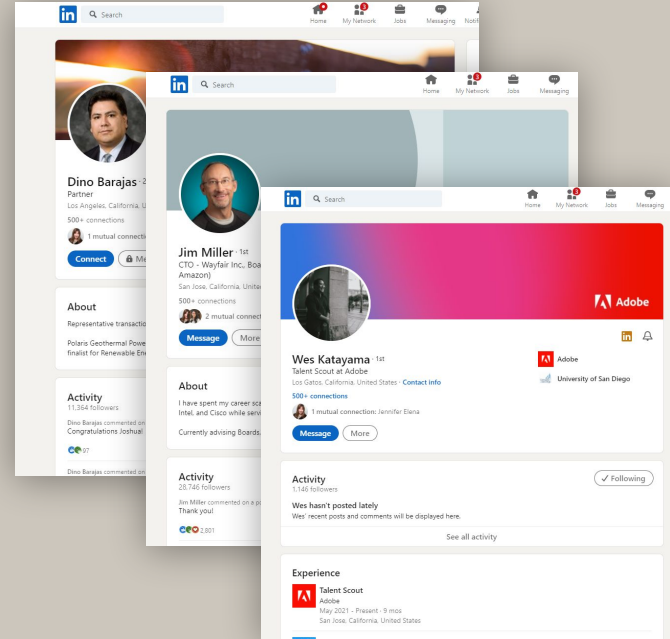
- Find 3-5 likeminded people each day and follow them and share theirs
- What's your POV on something in the news?

Step 3: Talk to others about their story

Remember, in step two when you started following people you share values and dreams, goals with?

Now, we reach out to the them!

1. Don't just like, but **comment** on the cool things they are saying. What do you think? Share it.
2. Send them a personal message, not to sell anything, but to just build a relationship.
 - a. Ask a question
 - b. Share data they might find helpful
 - c. Compliment them on something, only if you mean it. Be authentic.



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Because we all need it.

Providing Social and
Emotional Support for
all of our community
and their families

Text CURA 741741