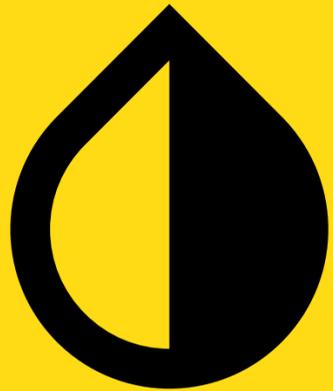


WALIDKHOURY.COM

Mastering LinkedIn

By: Walid Khoury
General Manager, Desalytics



SCAN ME

INTRO AND DISCLAIMER



walidkhoury.com

I have no affiliation to LinkedIn
This webinar is not endorsed by LinkedIn
No financial or non-financial contribution from
LinkedIn

I am not an expert - sharing what I learned, so
you fast track your learning curve

Worked for 22 years in technical, commercial
and leadership roles in the Water Industry
across 3 Fortune 150 companies

**I see LinkedIn the most important platform
to grow your personal brand within the
industry, learn and keep up with the market**

AT THE END OF THIS DISCUSSION

YOU WILL LEARN

Why you have to be active on LinkedIn
The importance of an outstanding profile
How the LinkedIn feed algorithm work
How to establish yourself as a thought leader and build meaningful relationships



Why LinkedIn?

600M+

members in over 200
countries and
territories

70%

of LinkedIn members
are outside of the US
accessing pages in
24 languages

6 OUT OF 10

users actively look for
industry insights

97%

of B2B marketers use
LinkedIn for their
content marketing
efforts

B2B platform of choice

HOW MANY WATER PEOPLE OUT THERE

WATER TREATMENT

720K+ Total results	22K+ Changed jobs in past 90 days	21 Mentioned in the news in past 30 days	79K+ Posted on LinkedIn in past 30 days
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DESALINATION

62K+ Total results	1.5K+ Changed jobs in past 90 days	1 Mentioned in the news in past 30 days	7K+ Posted on LinkedIn in past 30 days
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WATER AUTOMATION

240K+ Total results	9.5K+ Changed jobs in past 90 days	13 Mentioned in the news in past 30 days	38K+ Posted on LinkedIn in past 30 days
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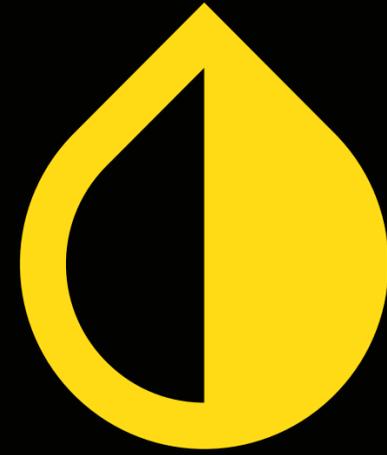
EVERY DAY

2 million

POSTS, ARTICLES AND VIDEOS
ARE PUBLISHED ON LINKEDIN

LinkedIn, 2018

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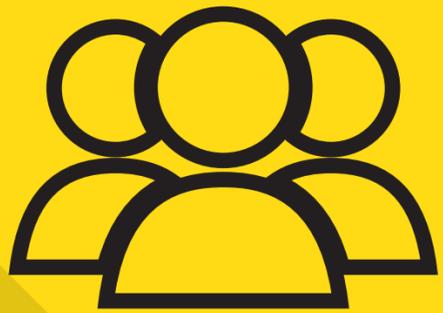
WHAT'S IN YOUR LINKEDIN FEED

**People You Know, Talking
About Things You Care About**

PETE DAVIES

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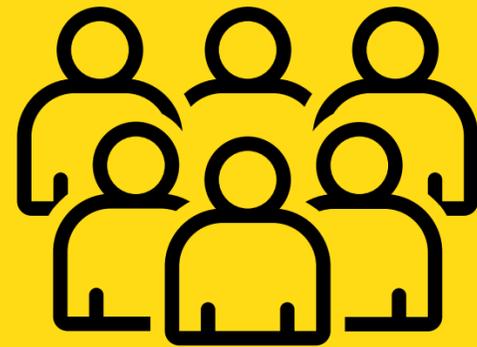
PEOPLE YOU KNOW...



Connections



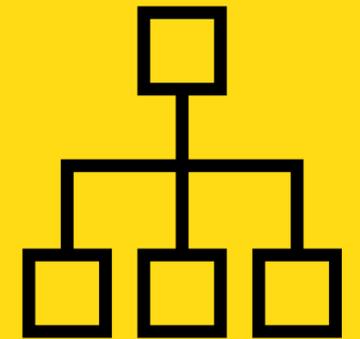
Followership



Groups



Interactions



Colleagues

TALKING ABOUT THINGS YOU CARE ABOUT



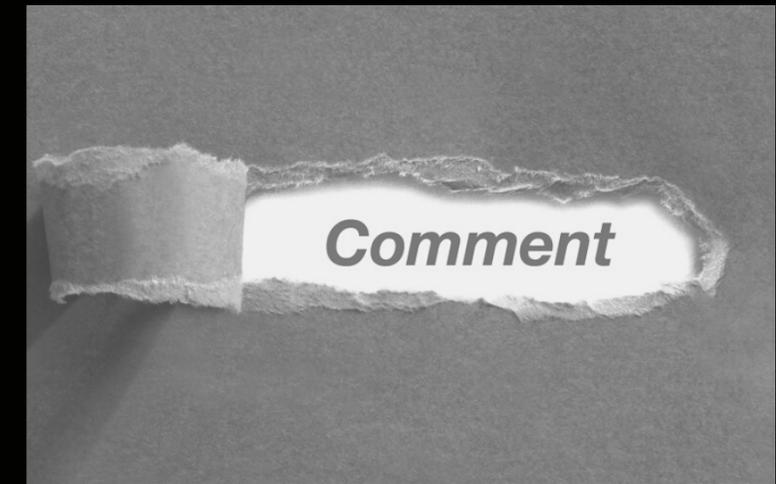
TOPICS YOU
FOLLOW



PAGES YOU
FOLLOW



WHAT'S ON YOUR
PROFILE PAGE



WHAT YOU POST
LIKE OR COMMENT

Profile

Your living bio

Crafted headline

Professional and Background photos

Use diverse media content

Your summary as an a elevator pitch

Customize your LinkedIn URL

Elaborate on your experiences

Add additional sections (Awards, languages...)

Manage your endorsements

Skills assessment

Use keywords and don't abuse buzzwords

Recommendations, constantly

No Typos

#WATER #WATERTREATMENT #WASTEWATER #WASTEWATERTREATMENT
#WATERINDUSTRY #WATERMANAGEMENT #WATERQUALITY #CLEANWATER
#DRINKINGWATER #LEGIONELLA #REVERSEOSMOSIS #WATERISLIFE
#DROUGHT #DESALINATION #WATERPOSITIVE #BOILERS #FLOOD #PUMP
#WATERSCARCITY #WASTEWATERTREATMENTPLANTS #WATERREUSE
#INDUSTRIALWATERTREATMENT #SMARTWATER #RIVERS #HYDROLOGY
#FRESHWATER #STEAM #RIVER #RO #POTABLEWATER #WATERFOOTPRINT
#DIGITALWATER #RAINWATER #ENVIRONMENT #ASBESTOS #WATERSTORAGE
#WATERWELL #WATERCONSERVATION #WATERQUESTION
#PROCESSINSTRUMENTATION #ARSENIC #GREYWATER #SALTWATER
#WATERCYCLE #SEWERCLEANING #FORWARDOSMOSIS #MICROPOLLUTANTS
#INDUSTRIALWATERWEEK #AQUIFERS #LIQUIDWASTE #UNDERGROUNDWATER
#PERCHLORATE #WATERWELLS #STEAMPURITY #TRIHALOMETHANES
#WATERAVAILABILITY #AI #IRRIGATION #ACTIVATEDSLUDGE #THM

MY RECOMMENDATIONS

BE AUTHENTIC

Replicate yourself
Share your stories
Let people know who
you are

ENGAGE WITH THE AUDIENCE

Ask questions
Value opinions
Like and comment
Be positive
Invite people

REMAIN NICHE

Industry specific
Geography
Customer segment
Specific hashtags

POSTING

Original posts
Long-form content
Re-share only if you
add value
Stay within the
platform

THINGS I WOULD AVOID ON LINKEDIN



POLICING

DONT GO INTO
CONFRONTATIONAL
MODE: EITHER IGNORE,
DELETE OR BLOCK
CONTENT /
CONTRIUBTORS



IRRELEVANCE

THIS IS NOT FACEBOOK
STAY WITHIN THE DOMAIN
NO RELIGION, RACE,
POLITICS ETC

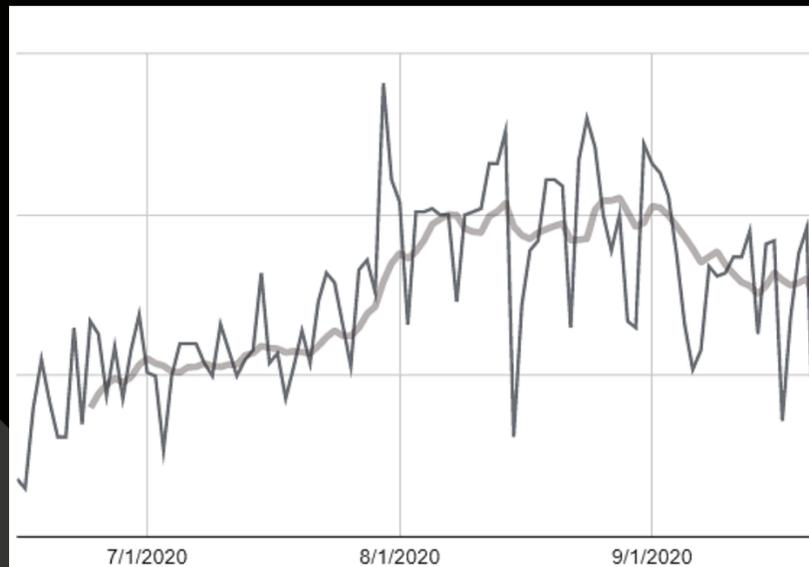


ADVERTISING

DONT SELL: TALK ABOUT
TECHNOLOGY AND
APPLICATION

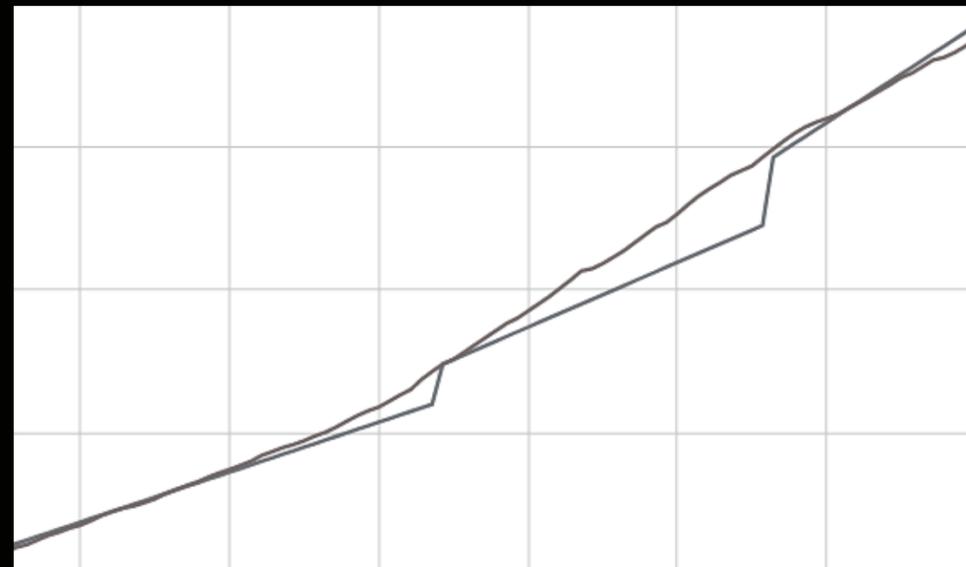
METRICS I USE

YOU CAN PICK YOUR OWN



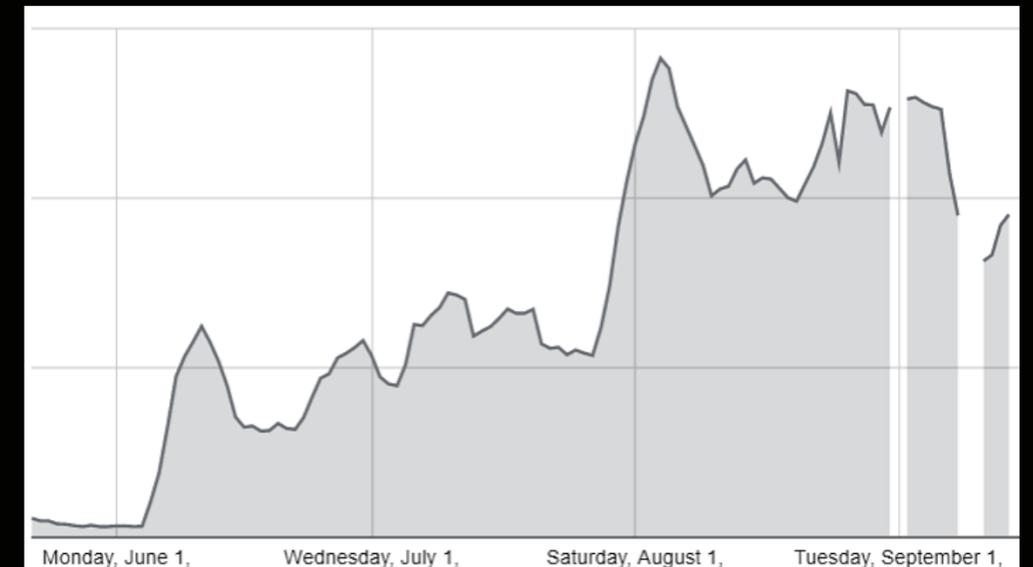
FOLLOWERS ADD

Monitor daily add and 10 days trend



CUMMULATIVE

Set targets for yourself to keep you checked



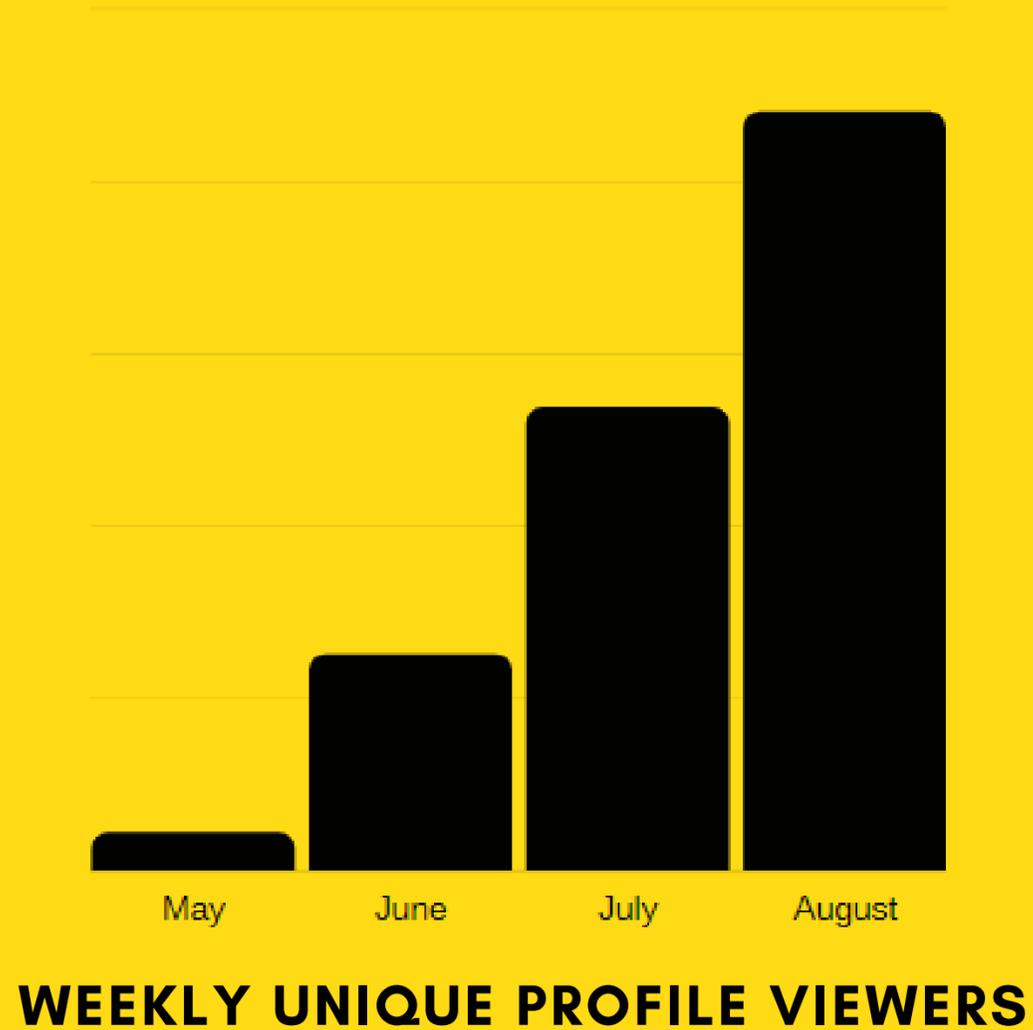
WEEKLY VIEWERS

This helps to see if you are posting engaging content

FINAL WORD

**ENGAGEMENT
ON THE RISE**

**20X
GROWTH SINCE MAY**



YOU CAN START NOW

ALL WHAT YOU NEED IS CONSISTENCY AND PERSISTENCY

CONTACT ME

FOR INQUIRIES

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SCAN ME

