**LinkedIn Marketing: Practical Tips for CCs**

LinkedIn is a social media platform designed for networking in the professional space. It may be known for helping job seekers, but it’s also a great place for making connections with colleagues, customers, and professionals in your field and beyond. LinkedIn users are likely to be people in our host family demographic and therefor people who may be interested in hosting au pairs or able to refer business to you.

*Wondering how you can use LinkedIn as a marketing tool? Read on!*

**Here's the Headline**: Your first order of business – crafting a LinkedIn headline that grabs attention. Think of your headline as a mini elevator pitch…i.e. what would you say about your work if you only had a line or two? Be sure to include keywords for your field (tip: what words would *you* use if you were searching for someone like you). Include your company name and your title.

**Adding your APIA experience to your profile**

Next…how to talk about your work at APIA in a succinct, eye-catching way. While it may contain some of the same information, your LinkedIn work experience section shouldn’t be as detailed as your resume. Instead, think of it as a summary that highlights your biggest responsibilities and achievements.

Your goal? Make it personal – tie your previous background/professional experience/education/passion/etc. to your CC role. What led you to APIA?

Example:

*Combining my passions for quality childcare/education and international exchange (as well as the quest for work life balance), I support host families and au pairs in the Greater Chicago area, ensuring both parties have a meaningful cultural exchange experience.*

Be sure to mention the name of the community you support, and include the type of customer your LinkedIn connections should send your way…

*Ask me about flexible, affordable live-in child care with a cultural flair.*

A CC with a bit of experience under their belt might also add accomplishments or quantifiable metrics… something like, “grew Au Pair in America presence in **CITY** by 25% over five years.”

**Other LinkedIn Tips:**

* **Follow** – search out and follow groups in international education, child care, and anything else related to our field. APIA, AIFS, Alliance, and IAPA are all great for starters. Be sure to keep it local – follow your city’s Chamber of Commerce and any other networking groups in your community.
* **Connect** – connect with and follow your APIA colleagues, former work mates, fellow members of your alumni clubs, and anyone else who feels like a good networking partner.
* **Like, share, engage –** like most social media platforms, LinkedIn favors users who *use* their platform. So find content that resonates with you and interact with it.

(example of [how to share APIA content](https://www.linkedin.com/posts/robin-leon-au-pair-in-america-1a49359_the-state-departments-au-pair-cultural-exchange-activity-6923278820670128128-65A8?utm_source=linkedin_share&utm_medium=member_desktop_web) and content from other [groups/profiles](https://www.linkedin.com/posts/robin-leon-au-pair-in-america-1a49359_parentalleave-backtowork-covidabr19-activity-6924340478872080384-fKfH?utm_source=linkedin_share&utm_medium=member_desktop_web))

* **Headshot’s are huge**– profiles with headshots get *14 times* more views than those without pics. Snap a photo – your phone is fine – and post to you profile.
* **Be complete** – fill out your profile completely. LinkedIn’s algorithm favors accounts that are thorough.

Ultimately, your LinkedIn profile should be a reflection of your *personal brand* – what you’re passionate about – both inside and outside of work hours. Don’t be afraid to brag a bit – you’re a star!