

**Linkedin for Sustainability Leaders – *Linkedin can be lifechanging for your business.***

**Some interesting facts:**

* **Linkedin has 830 million members**
* **44% of Linkedin users take home more than $75,000 per year**
* **Millennials make up over 59% of Linkedin’s userbase**
* **LinkedIn is great for generating business leads: Hubspot found that LinkedIn is 277% more effective at generating leads than Facebook and Twitter.**

**What we’ll cover:**

* Profile Optimisation
* How to stand out as a sustainability leader – worksheet
  + Your mission, vision, and unique selling points
  + Share two types of news stories
  + Use global climate change influencers
* Purposeful posting
  + Relationship-building
  + Sales-oriented
* How to structure a post
* How to boost engagement
* How to use video
* How to research, select and use hashtags
* Use AI tools to consistently grow your network and company followers
* Use AI tools for business development
* Tackling the algorithm
* How to share your story and founder launch journey
  + Proven viral messaging tactics