

**LINKED  
BUSINESS**

# The Charity Mash-Up

## Thursday 28<sup>th</sup> September

LinkedIn for  
Charities



**Mastermind**

LINKED  
BUSINESS

# Career

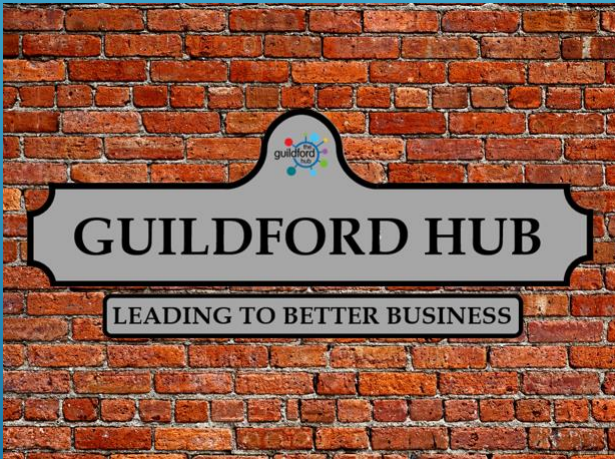


£100+k p.a.



**LINKED  
BUSINESS**

# What I do now



**LINKED  
BUSINESS**



# Charity credentials



**SAMARITANS**

If you're going through a difficult time, talk to us. We're here to listen.

You can call us for free, on **116 123**

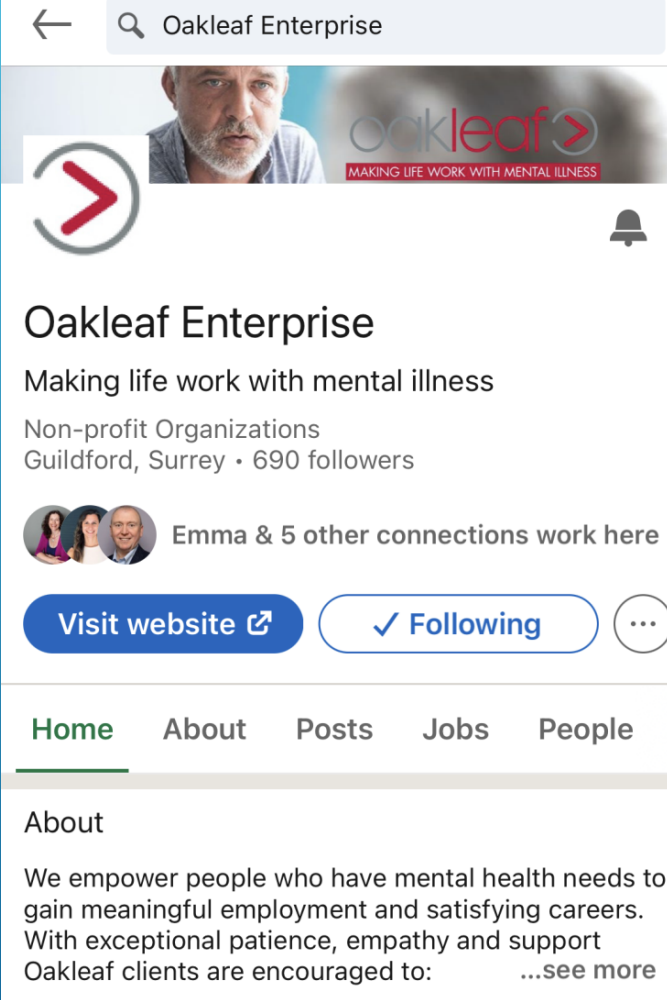
Call at any time, day or night

You can also email us at [jo@samaritans.org](mailto:jo@samaritans.org) and a volunteer will email you back




[samaritans.org](https://www.samaritans.org)


A registered charity

©Allen Ruddock 2023



← 🔍 Oakleaf Enterprise


  **oakleaf**   
MAKING LIFE WORK WITH MENTAL ILLNESS




**Oakleaf Enterprise**

Making life work with mental illness

Non-profit Organizations  
Guildford, Surrey • 690 followers

 Emma & 5 other connections work here

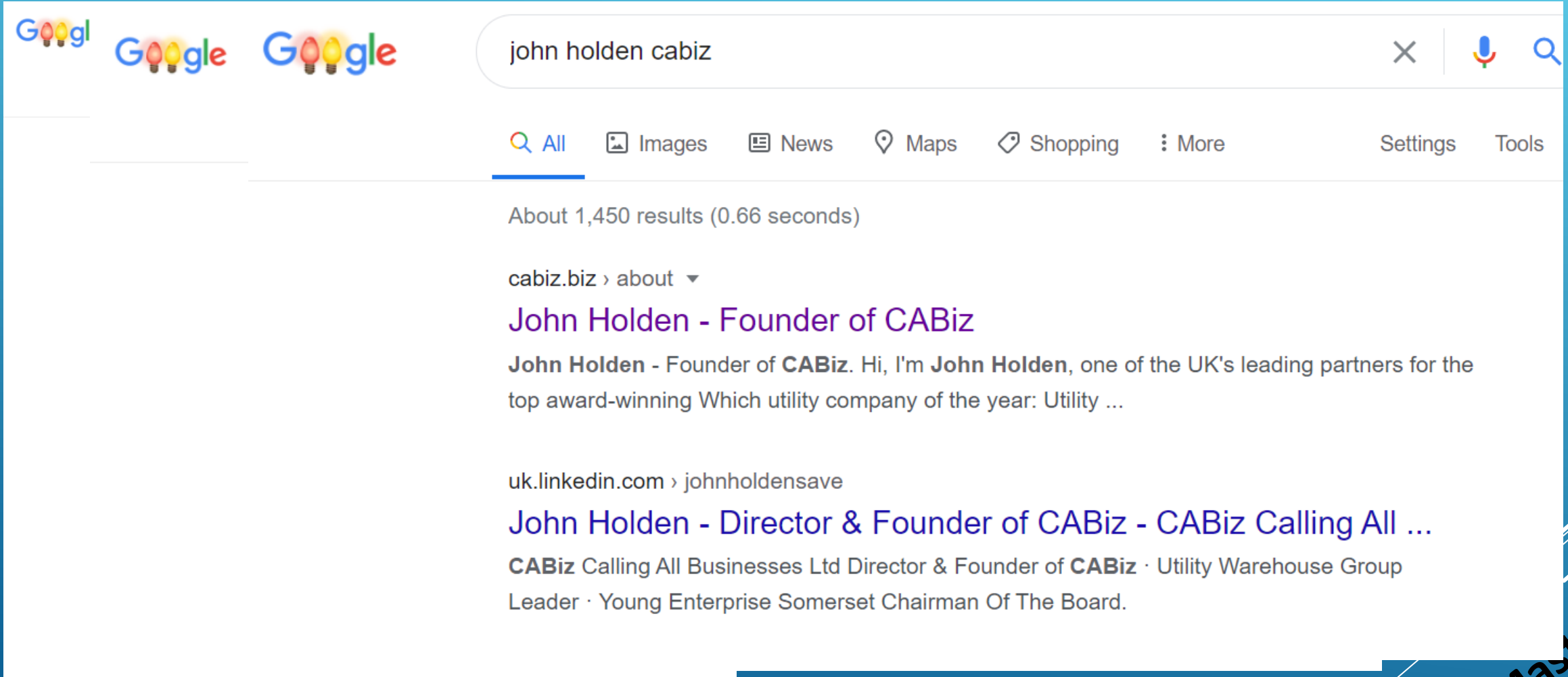
[Visit website](#) [✓ Following](#) 

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

**About**

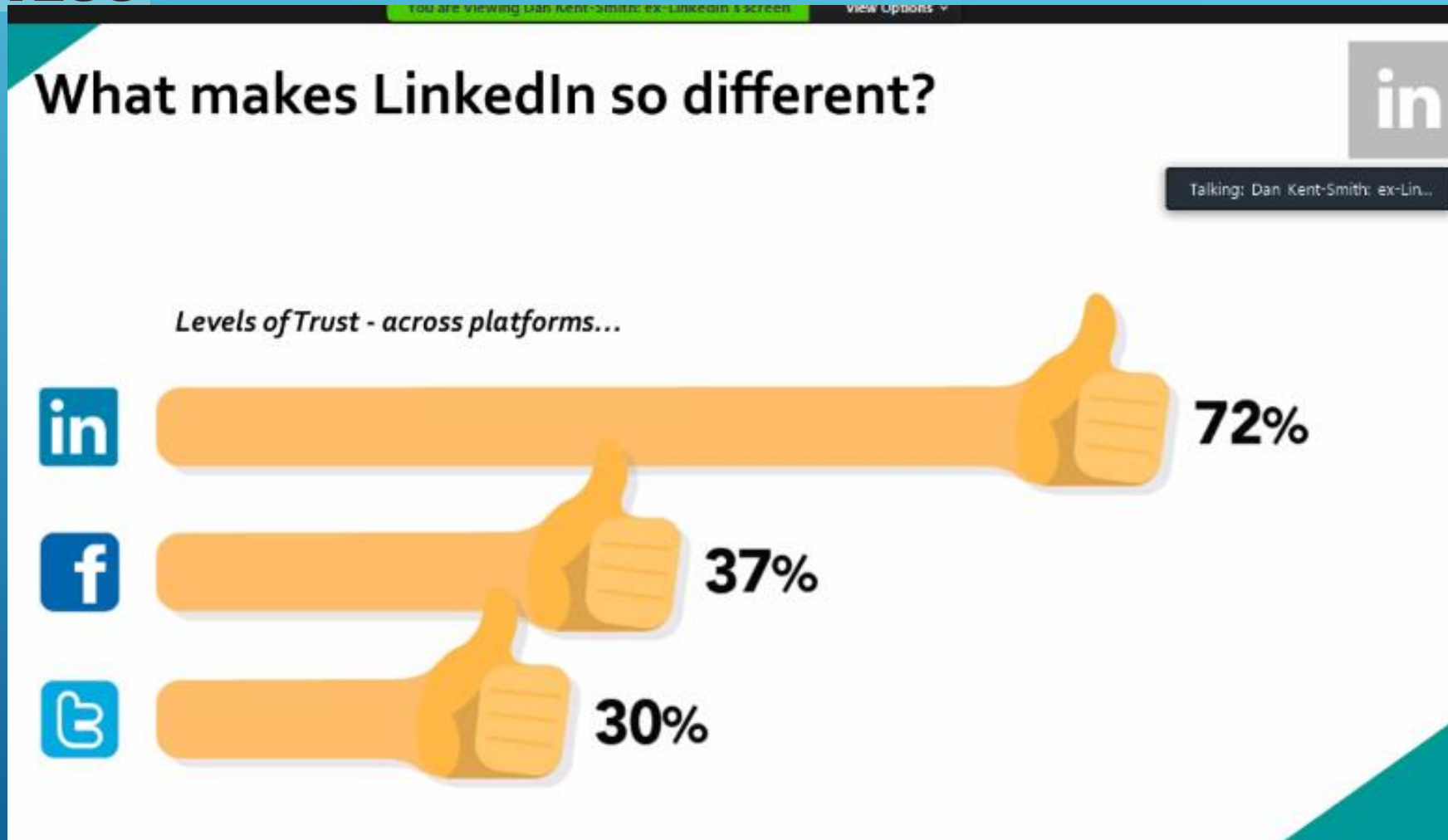
We empower people who have mental health needs to gain meaningful employment and satisfying careers. With exceptional patience, empathy and support Oakleaf clients are encouraged to: ...see more

# Why bother with LinkedIn?

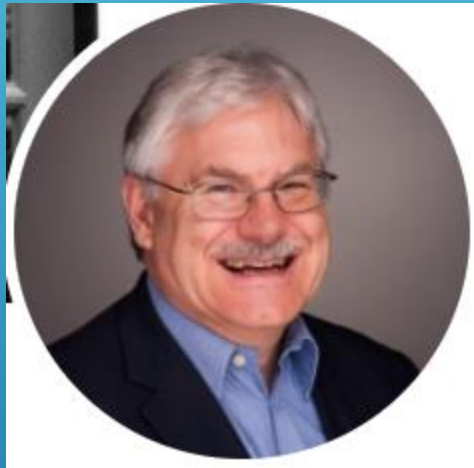




# It's all about trust



## Why people trust LinkedIn



### Experience



★Supporting Businesses, Helping them Grow by Making

#### Connections ★

The Guildford Business Hub

Oct 2017 – Present · 3 yrs 3 mos

Guildford, United Kingdom

I'm passionate about helping people get more out of their business

→ The structure of the profile

→ It takes a hell of a lot of effort to fake it credibly

### Education



University of Southampton

Bachelor of Science (BSc), Mathematics

1976 – 1979

Activities and Societies: Hall of residence treasurer, Rag Comm

### Activity

3,304 followers



★G - Goals★ Do you have a target for your use of LinkedIn or are you scoring...

Allen shared this  
1 Reaction



We all need to keep our profiles fresh  
Kim

Allen replied to a comment



An engaging photo that makes eye contact, a supporting banner and a great...

Allen replied to a comment



Absolutely Claire, which is why and get all my clients to focus on a few key...

Allen replied to a comment

### Recommendations

Received (24)

Given (12)



Jonathan Bird

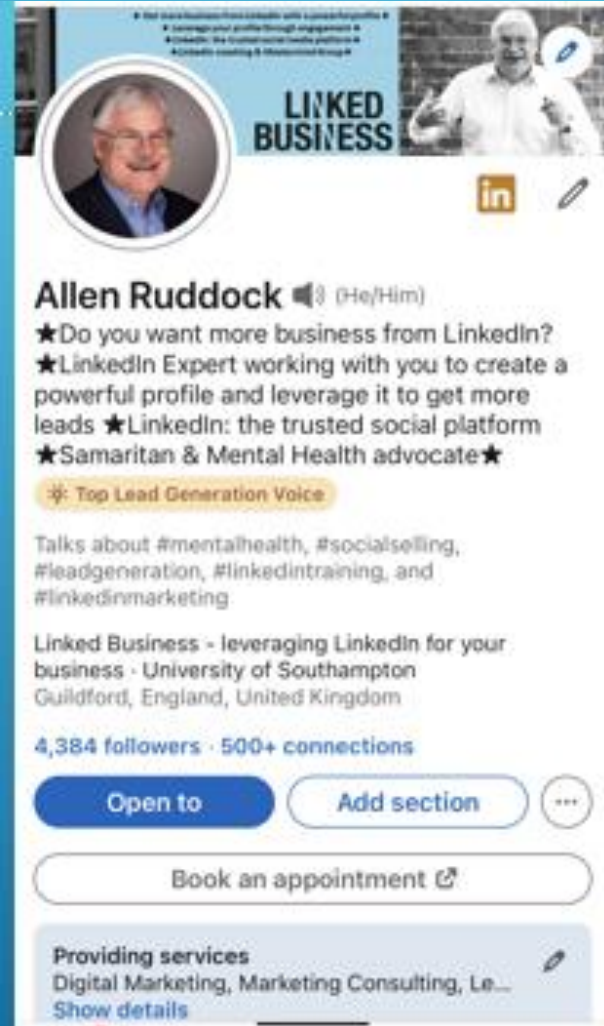
Head Honcho at Delivered Social | I shout at clients whilst they eat popcorn

March 26, 2020, Jonathan worked

Unexpected time resources from the businesses in 'the coronavirus

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BUSINESS

# Personal Profile vs Charity Page



**Allen Ruddock** (He/Him)

- ★ Do you want more business from LinkedIn?
- ★ LinkedIn Expert working with you to create a powerful profile and leverage it to get more leads
- ★ LinkedIn: the trusted social platform
- ★ Samaritan & Mental Health advocate

🌟 Top Lead Generation Voice

Talks about #mentalhealth, #socialselling, #leadgeneration, #linkedintraining, and #linkedinmarketing

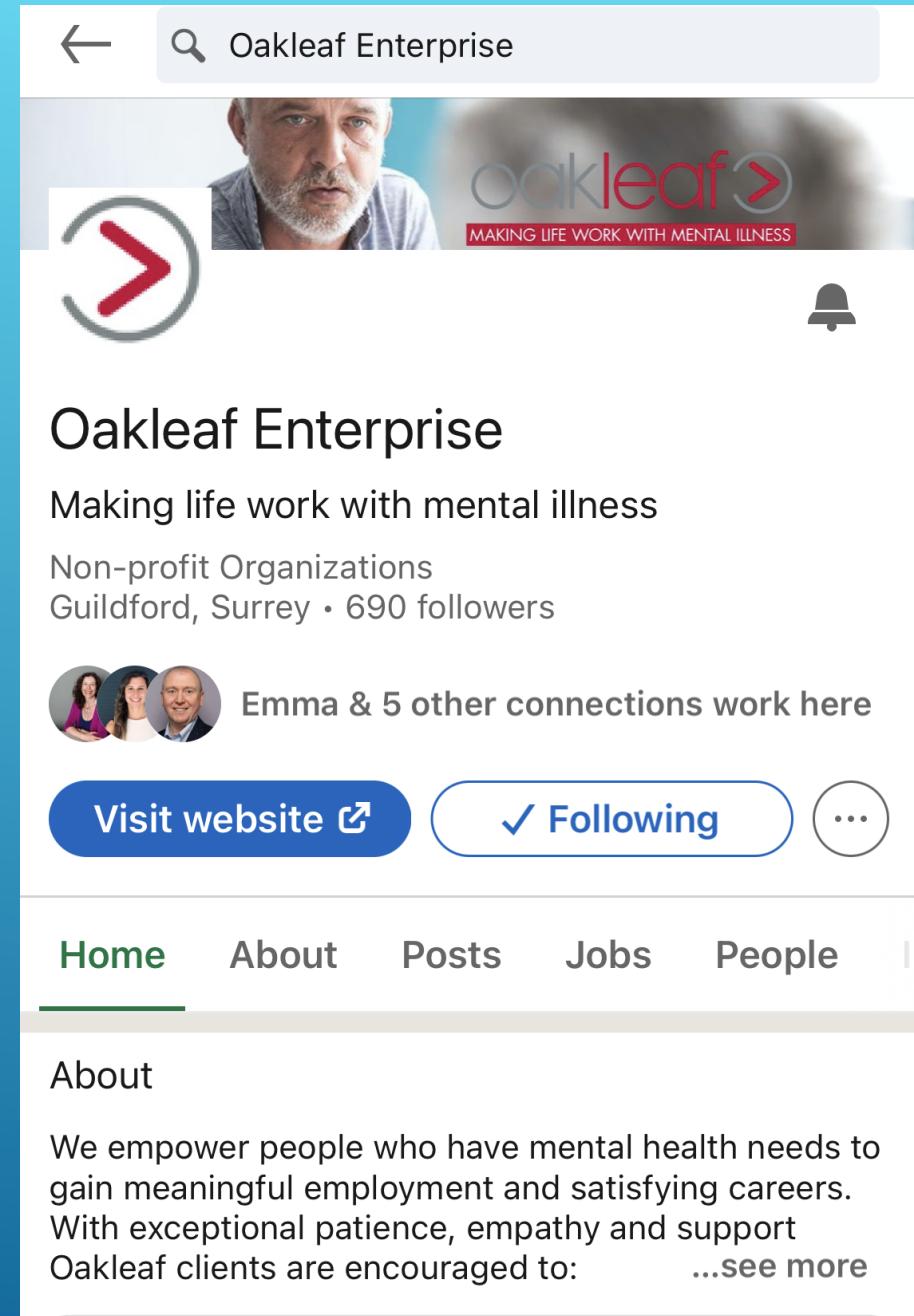
Linked Business - leveraging LinkedIn for your business - University of Southampton  
Guildford, England, United Kingdom

4,384 followers · 500+ connections

Open to Add section

Book an appointment

Providing services  
Digital Marketing, Marketing Consulting, Le...  
Show details



← Oakleaf Enterprise

**Oakleaf Enterprise**  
Making life work with mental illness

Non-profit Organizations  
Guildford, Surrey · 690 followers

Emma & 5 other connections work here

Visit website ✓ Following

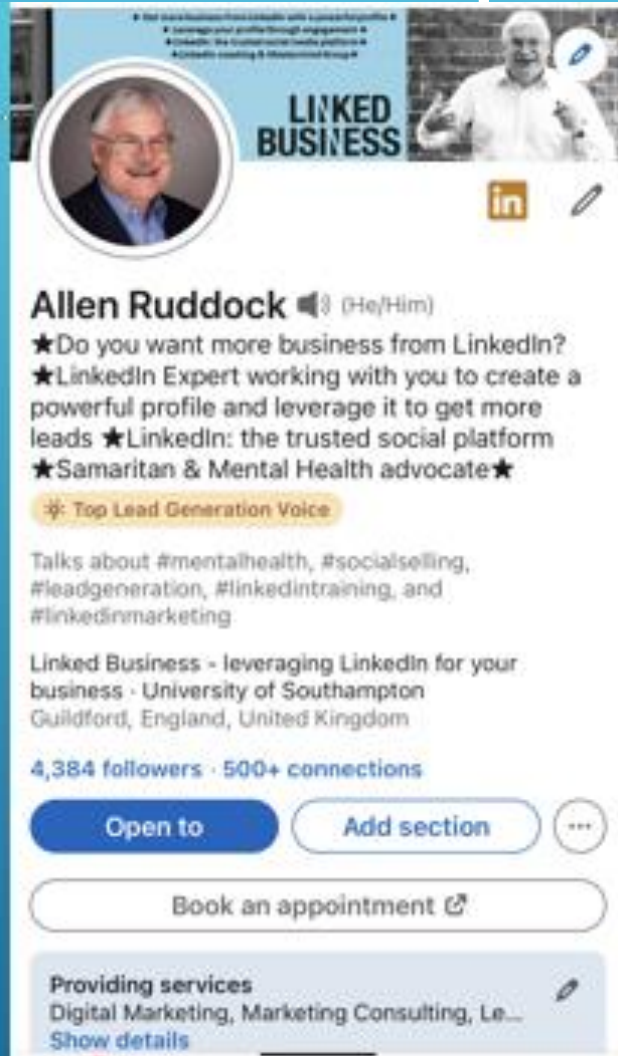
**Home** About Posts Jobs People

**About**

We empower people who have mental health needs to gain meaningful employment and satisfying careers. With exceptional patience, empathy and support Oakleaf clients are encouraged to: ...see more



## Personal profile



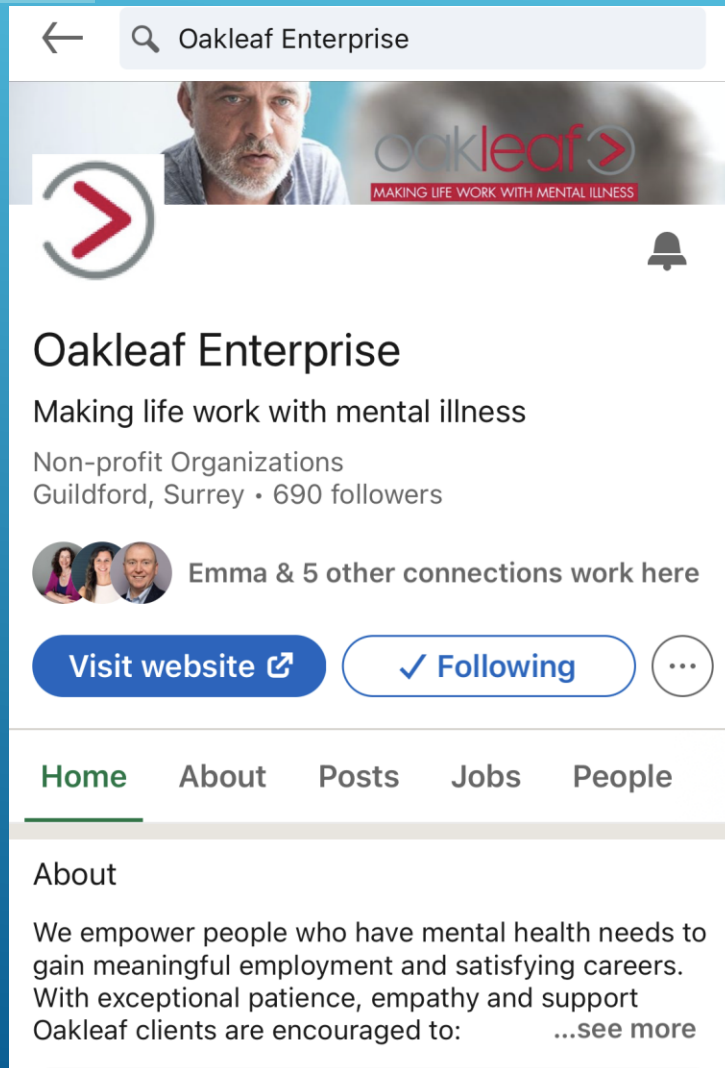
- ▶ Connect or follow
- ▶ Posts get greater reach
- ▶ Showcase you and your charity
- ▶ More features

# Charity profile?



- ▶ Against LinkedIn T&Cs
- ▶ Can be closed without notice

## Charity Page



- ▶ Gather followers
- ▶ Follow other pages
- ▶ Newsletters
- ▶ Build credibility
- ▶ SEO benefits
- ▶ Brand building and awareness
- ▶ Comment as your charity
- ▶ Share charity content
- ▶ Engage charity employees and volunteers

# Messaging a LinkedIn Page

- Being rolled out – single admin pages first



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# LinkedIn Made Simple



©Allen Ruddock 2023

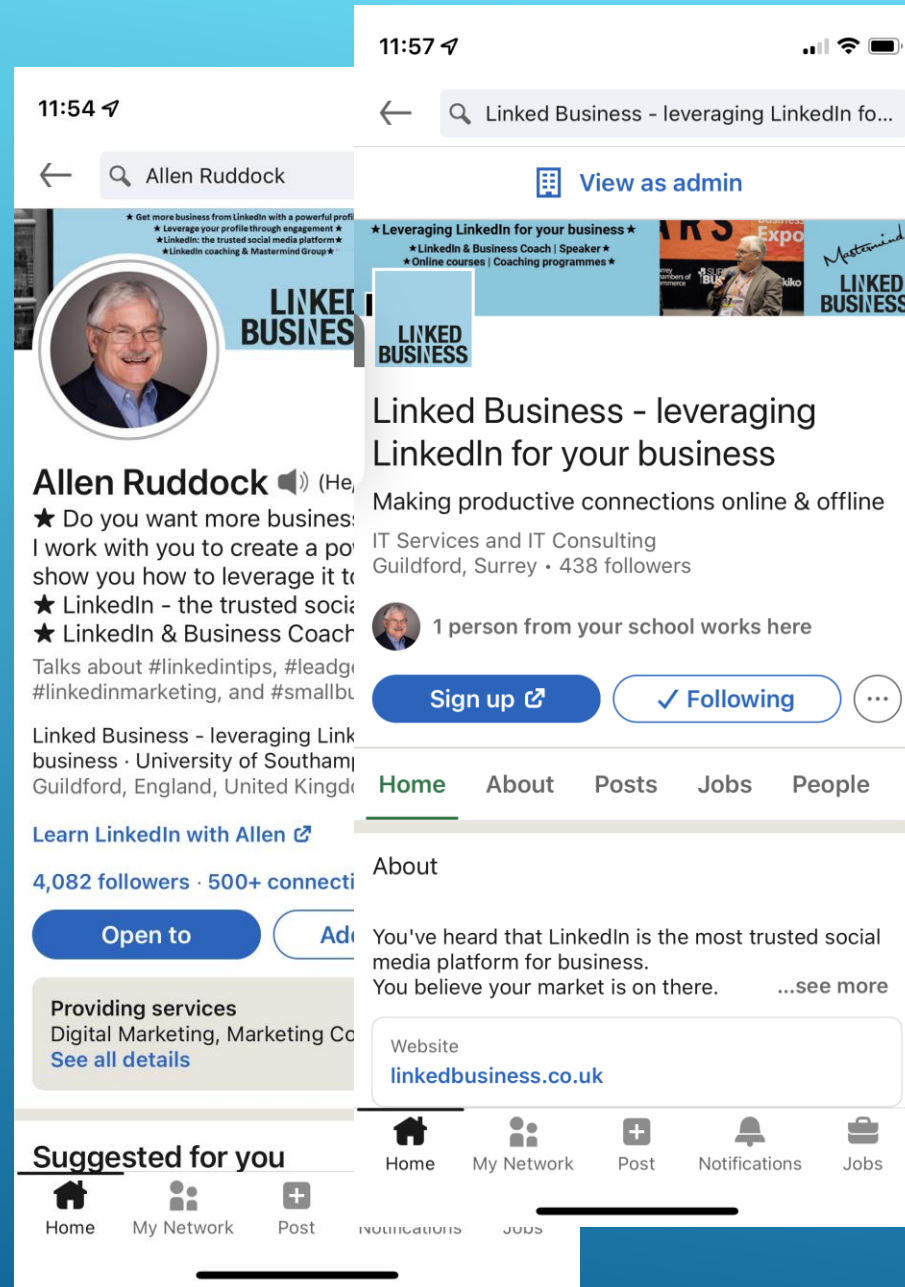


**Mastermind**



# LINKED BUSINESS

You will get  
seen on  
LinkedIn.  
Make sure  
you create a  
great 1<sup>st</sup>  
impression.



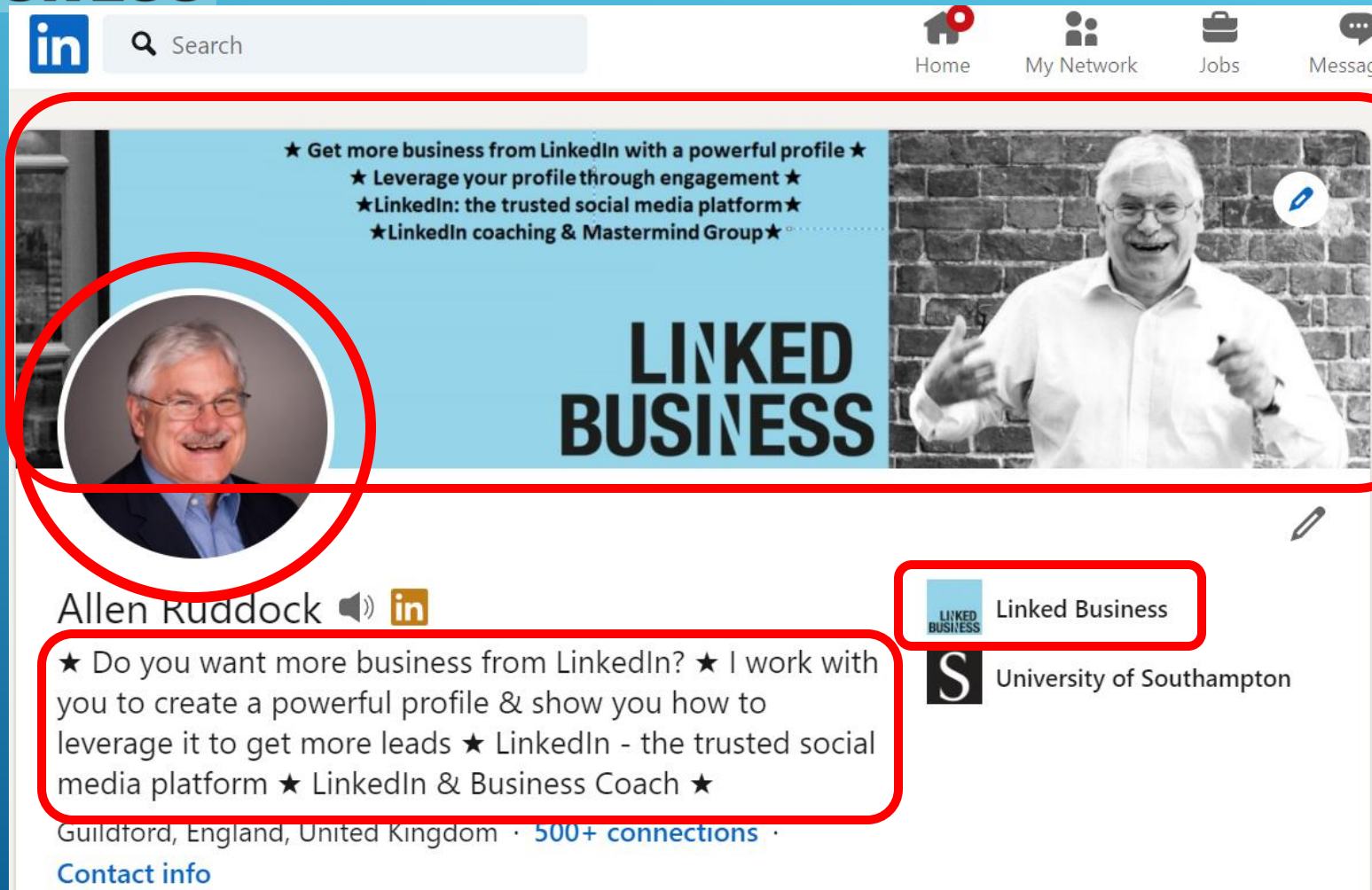
# 01

1<sup>ST</sup> IMPRESSION

Mastermind

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# A great personal 1<sup>st</sup> impression



The desktop view of Allen Ruddock's LinkedIn profile is shown. A red circle highlights the profile picture. A red rectangle highlights the banner image, which contains the text: "★ Get more business from LinkedIn with a powerful profile ★", "★ Leverage your profile through engagement ★", "★ LinkedIn: the trusted social media platform ★", "★ LinkedIn coaching & Mastermind Group ★", and "LINKED BUSINESS". Another red rectangle highlights the bio text: "★ Do you want more business from LinkedIn? ★ I work with you to create a powerful profile & show you how to leverage it to get more leads ★ LinkedIn - the trusted social media platform ★ LinkedIn & Business Coach ★". The profile name "Allen Ruddock" and the company "Linked Business" are also highlighted with red boxes. The location "Guildford, England, United Kingdom" and "500+ connections" are visible at the bottom.

in Search Home My Network Jobs Messages

★ Get more business from LinkedIn with a powerful profile ★  
★ Leverage your profile through engagement ★  
★ LinkedIn: the trusted social media platform ★  
★ LinkedIn coaching & Mastermind Group ★

**LINKED BUSINESS**

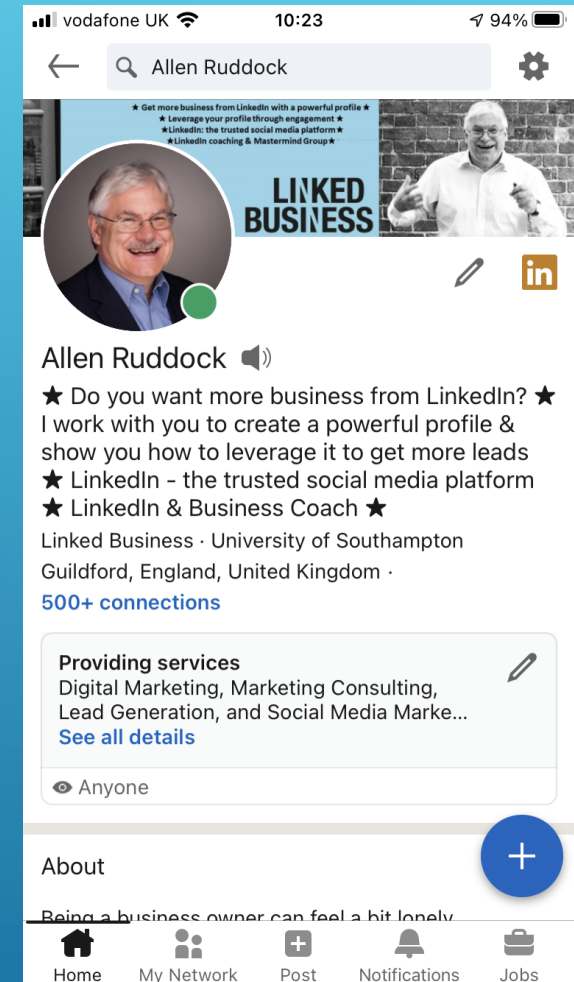
Allen Ruddock

★ Do you want more business from LinkedIn? ★ I work with you to create a powerful profile & show you how to leverage it to get more leads ★ LinkedIn - the trusted social media platform ★ LinkedIn & Business Coach ★

Guildford, England, United Kingdom · 500+ connections · [Contact info](#)

Linked Business

University of Southampton



The mobile view of Allen Ruddock's LinkedIn profile is shown. The profile picture is highlighted with a red circle. The banner image is visible at the top. The bio text is highlighted with a red rectangle. The profile name "Allen Ruddock" and the company "Linked Business" are also highlighted with red boxes. The location "Guildford, England, United Kingdom" and "500+ connections" are visible at the bottom.

vodafone UK 10:23 94%

Allen Ruddock

★ Get more business from LinkedIn with a powerful profile ★  
★ Leverage your profile through engagement ★  
★ LinkedIn: the trusted social media platform ★  
★ LinkedIn coaching & Mastermind Group ★

**LINKED BUSINESS**

Allen Ruddock

★ Do you want more business from LinkedIn? ★ I work with you to create a powerful profile & show you how to leverage it to get more leads ★ LinkedIn - the trusted social media platform ★ LinkedIn & Business Coach ★

Linked Business · University of Southampton  
Guildford, England, United Kingdom · 500+ connections

Providing services  
Digital Marketing, Marketing Consulting,  
Lead Generation, and Social Media Marke...  
[See all details](#)

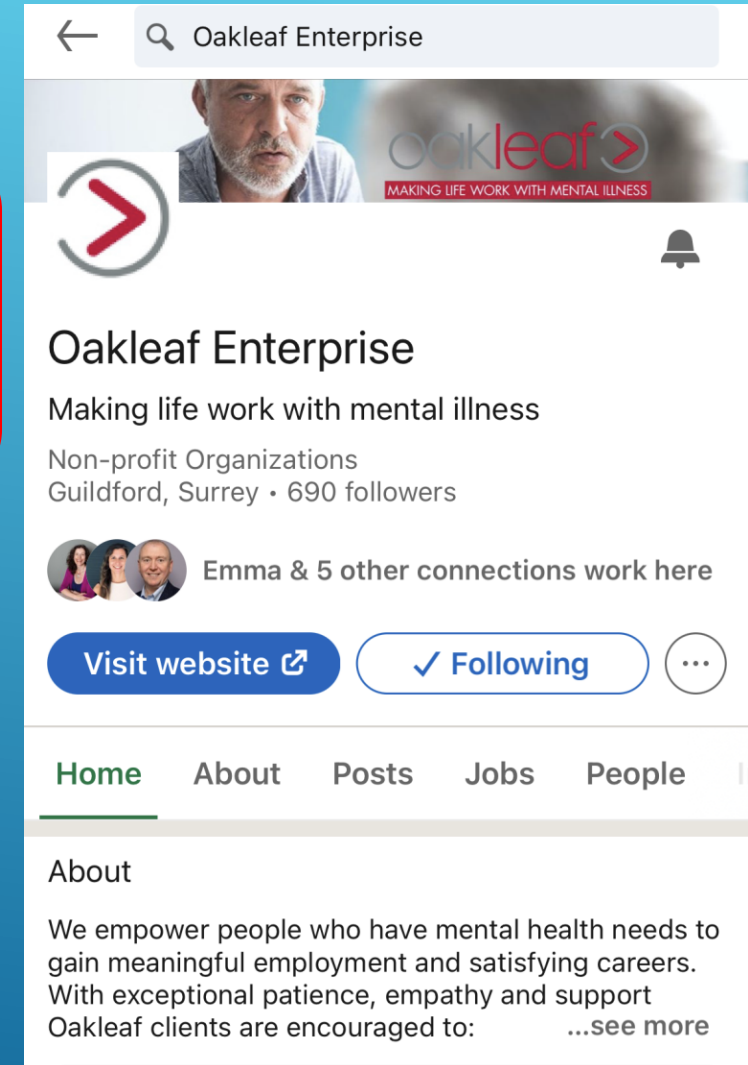
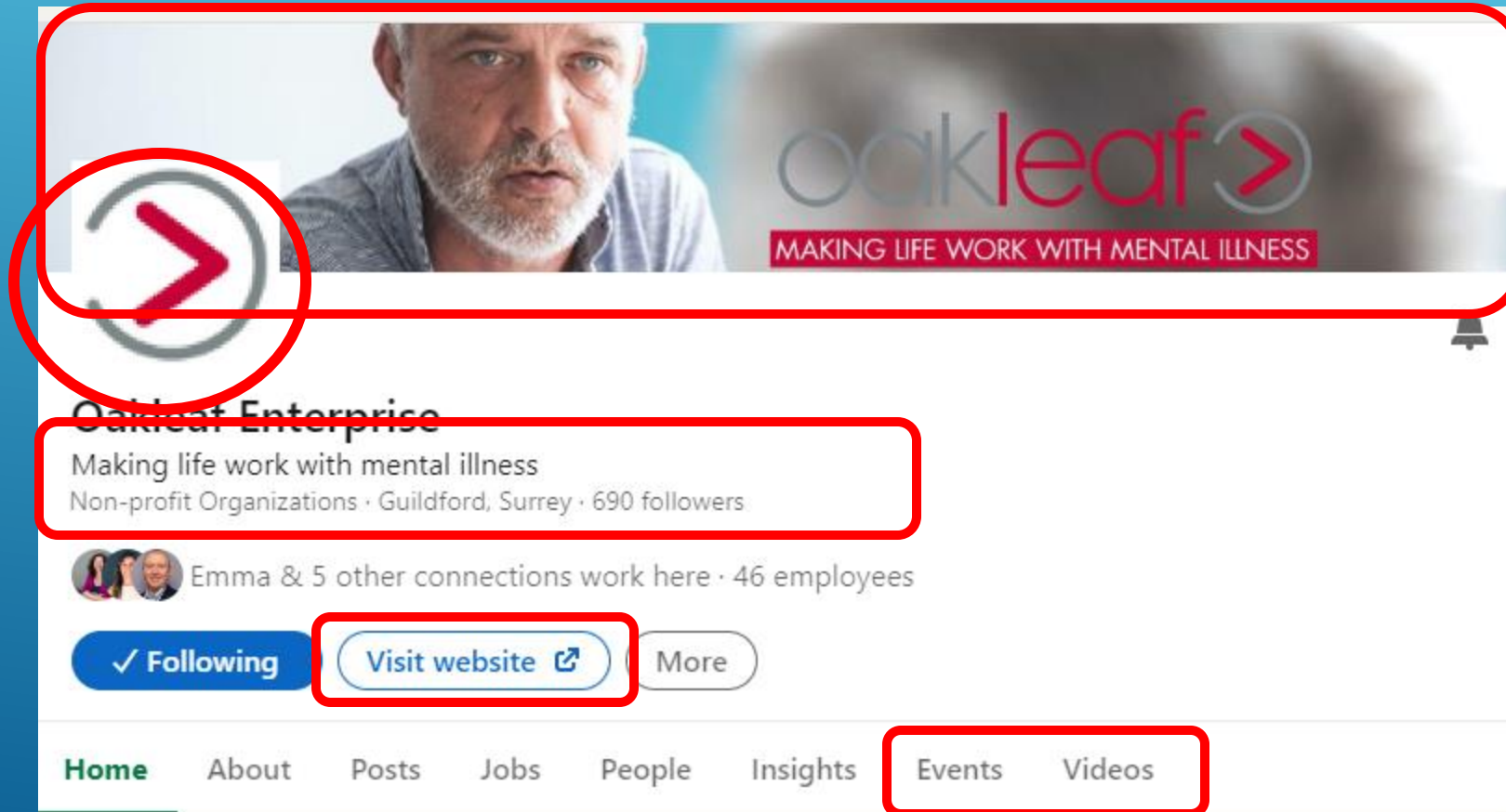
Anyone

About

Being a business owner can feel a bit lonely

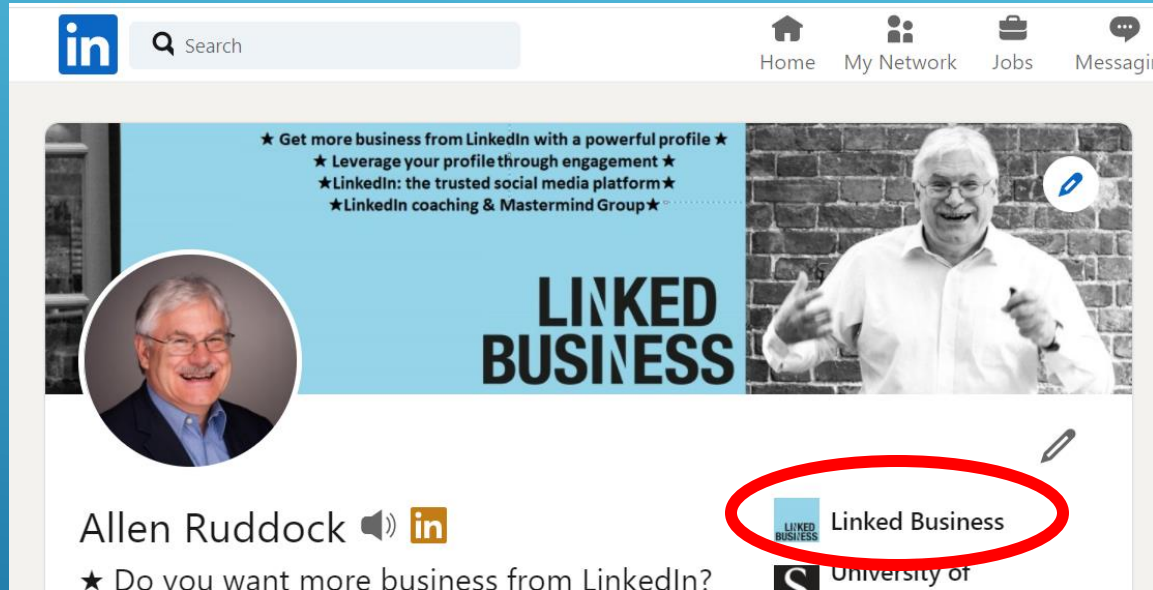
Home My Network Post Notifications Jobs

# A great charity 1<sup>st</sup> impression

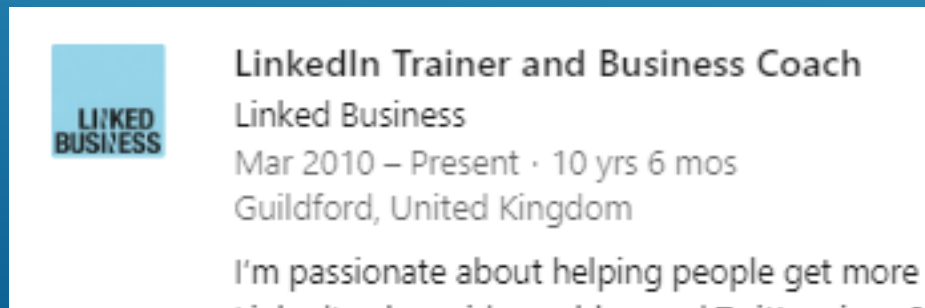




## Why bother with a LinkedIn Page?

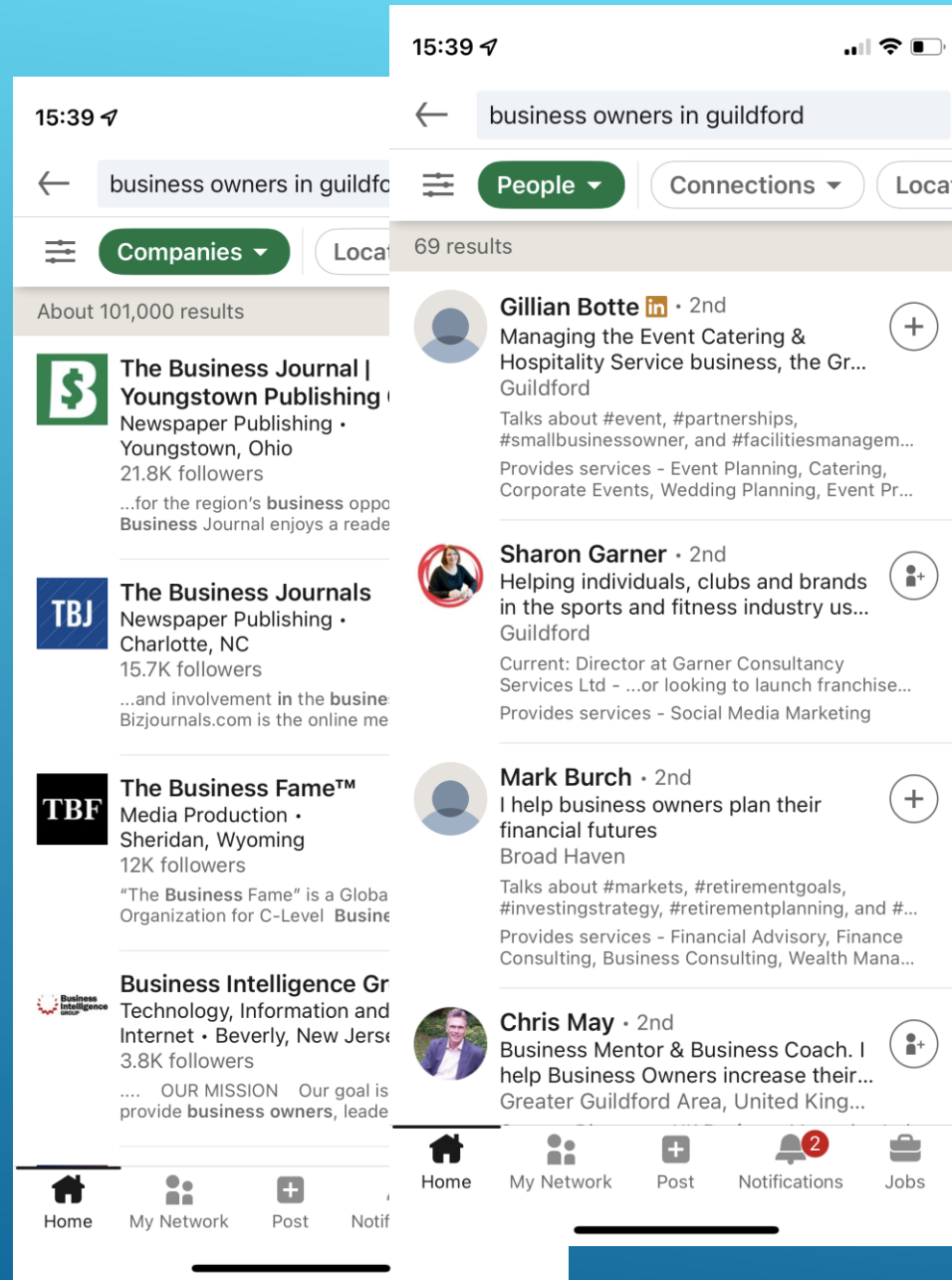


- ▶ Build credibility
- ▶ SEO benefits
- ▶ Brand building and awareness
- ▶ Comment as your charity
- ▶ Share charity content
- ▶ Engage your employees and volunteers



# LINKED BUSINESS

You need to  
grow your  
network  
regularly.  
Connect with  
your ideal  
prospects,  
partners and  
suppliers.



# 02

## GROWTH

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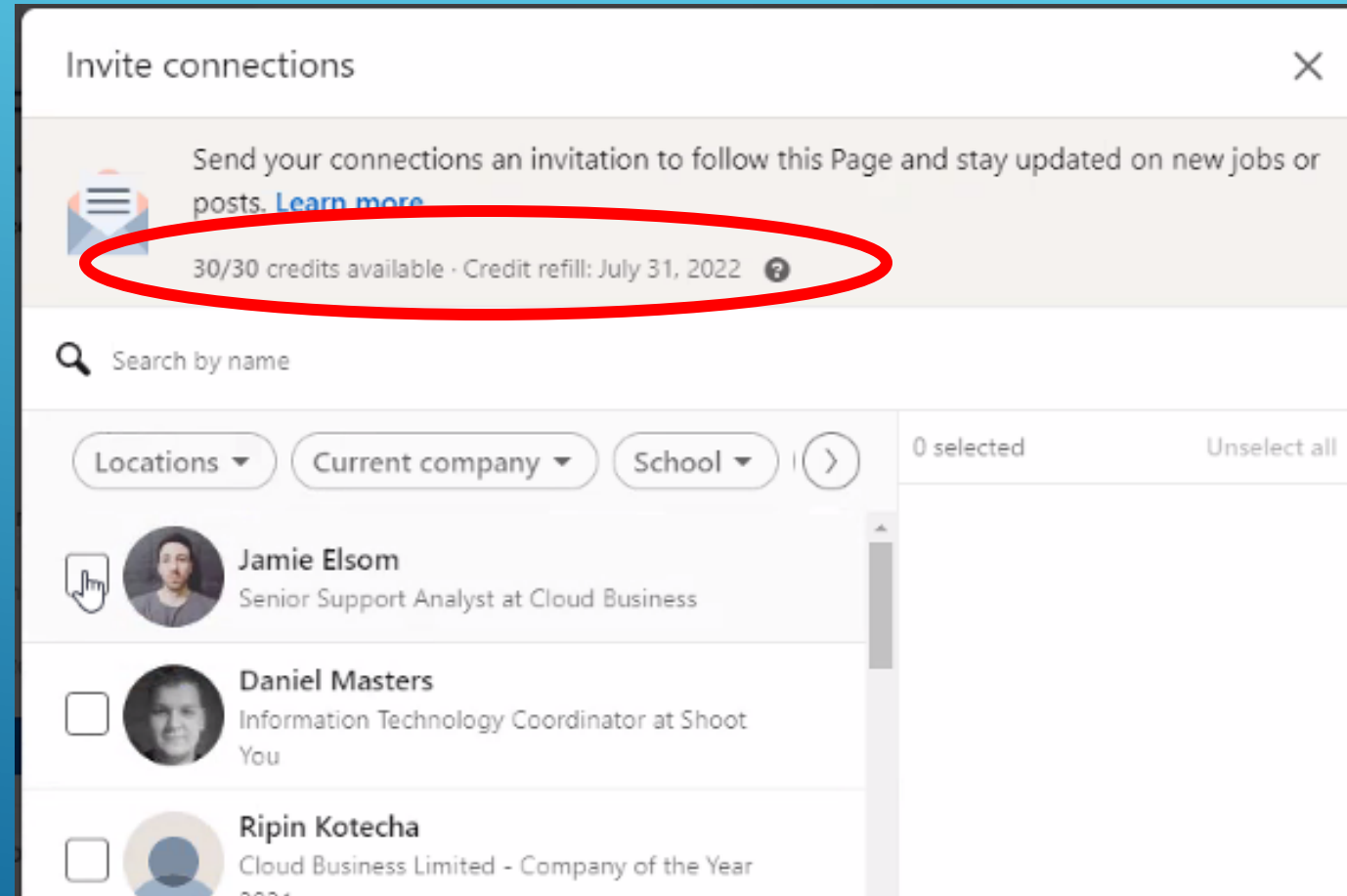


# Employee LinkedIn page invites

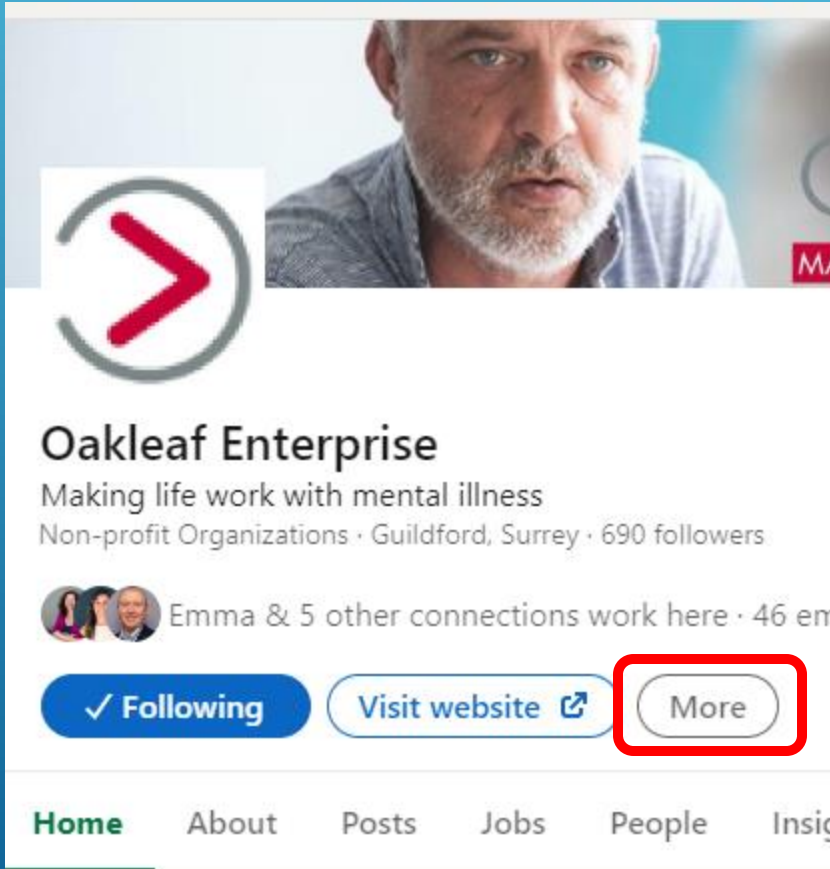
30 invites per employee

These are in addition to  
the 250 Admin invites

Both invites refresh each  
month and acceptance  
gets the credit back



# Encourage supporters to get followers

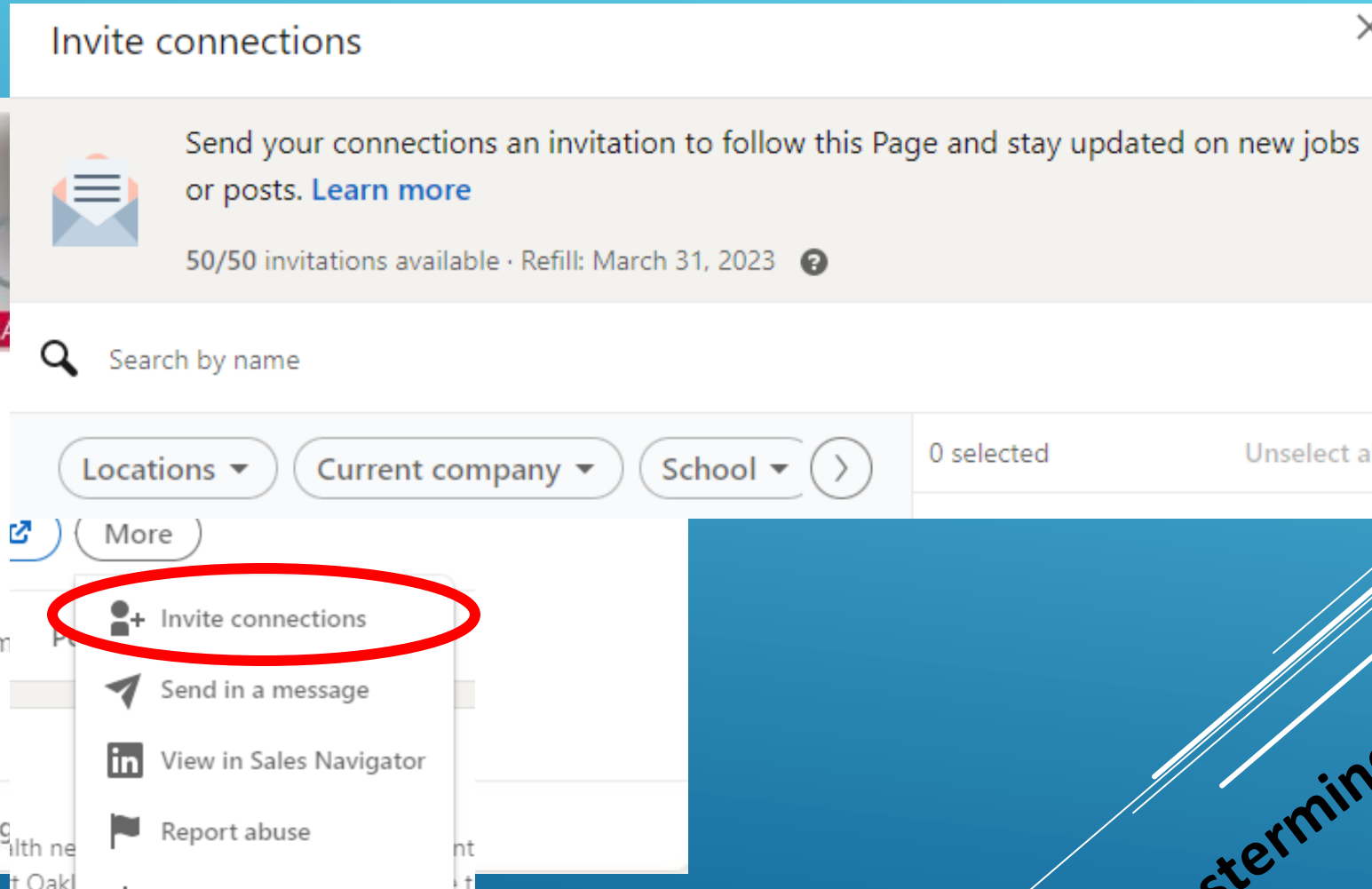


**Oakleaf Enterprise**  
Making life work with mental illness  
Non-profit Organizations · Guildford, Surrey · 690 followers

Emma & 5 other connections work here · 46 employees

[Following](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#)



**Invite connections**

Send your connections an invitation to follow this Page and stay updated on new jobs or posts. [Learn more](#)

50/50 invitations available · Refill: March 31, 2023

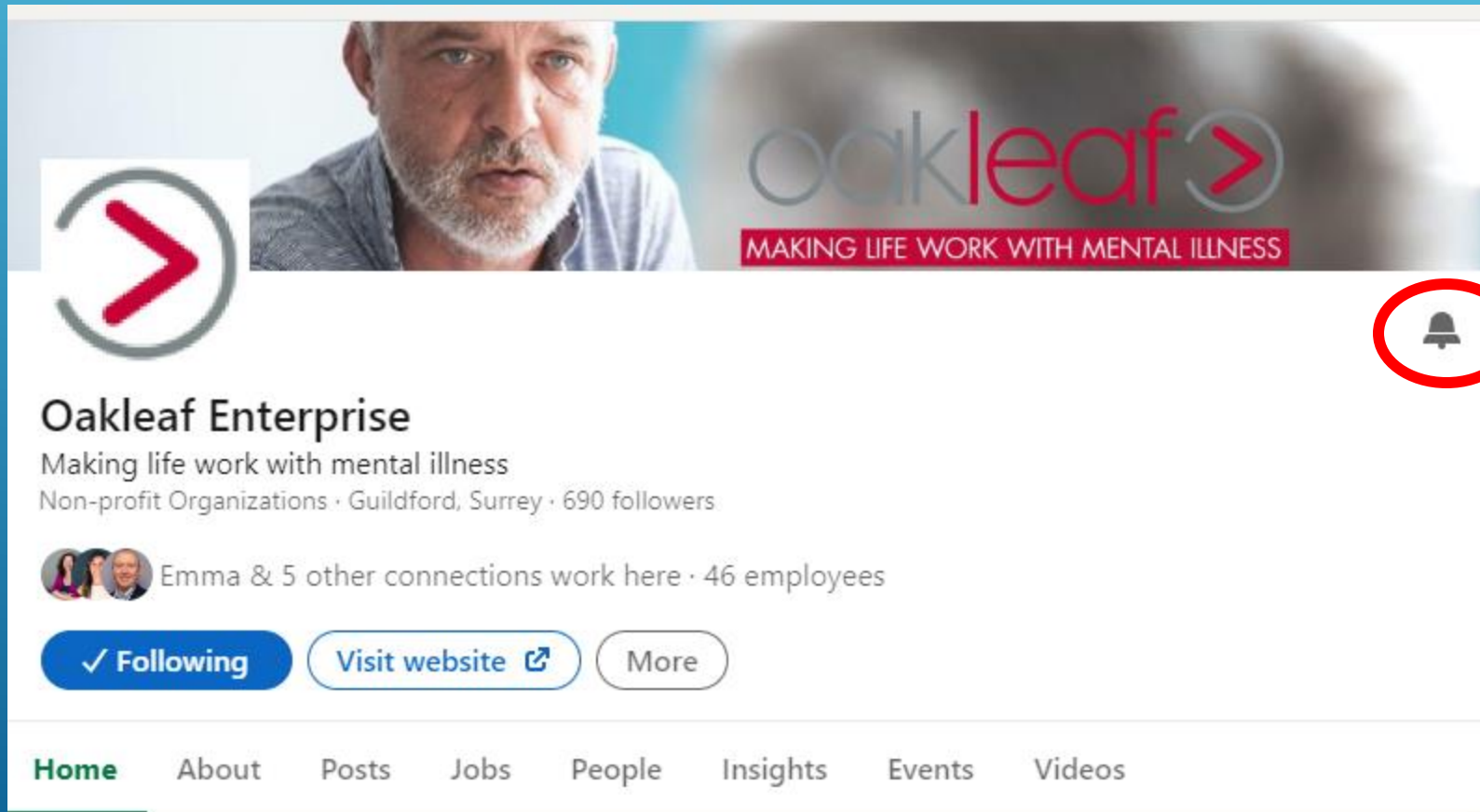
Search by name

Locations Current company School 0 selected Unselect all

[More](#)

- Invite connections**
- Send in a message
- View in Sales Navigator
- Report abuse

# Ring the bell



**Oakleaf Enterprise**  
Making life work with mental illness  
Non-profit Organizations · Guildford, Surrey · 690 followers

Emma & 5 other connections work here · 46 employees

✓ Following Visit website More

Home About Posts Jobs People Insights Events Videos

Manage notifications ×

Manage notifications from Oakleaf Enterprise

- ☐ All new posts  
Get notified about all posts from this page
- ☒ Top posts  
Get notified about top posts from this page
- ☐ No new posts  
Only get notified about activity involving you

Save

# Another way to generate followers.....

At the bottom of your personal and page posts, encourage people to follow your page

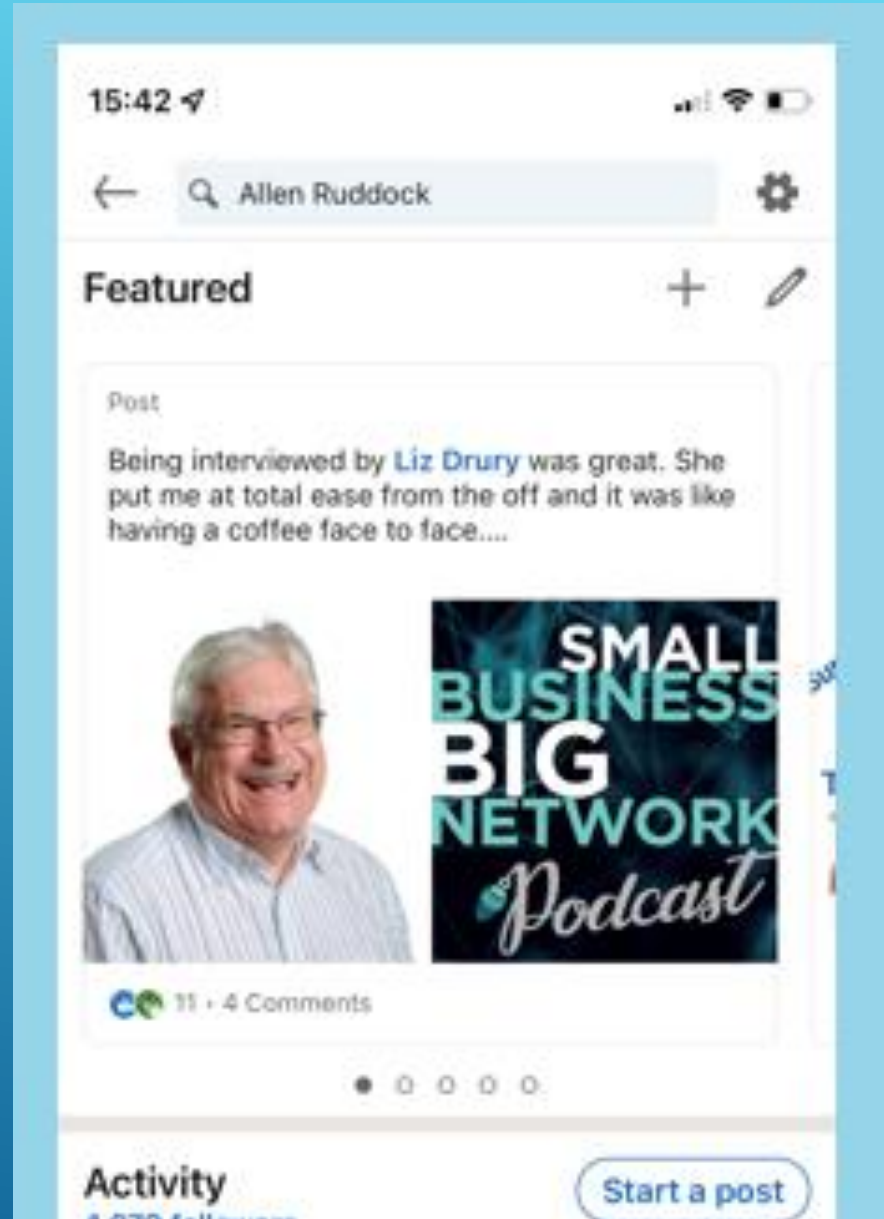
For more [#LinkedInTips](#) follow Linked Business - leveraging LinkedIn for your business

[#LinkedInMarketing](#) [#marketing](#) [#smallbusinessmarketing](#)  
[#LinkedInTraining](#)

## LINKED BUSINESS

Share what your  
charity does

Share the  
benefits of  
working with you  
Showcase  
existing  
supporters



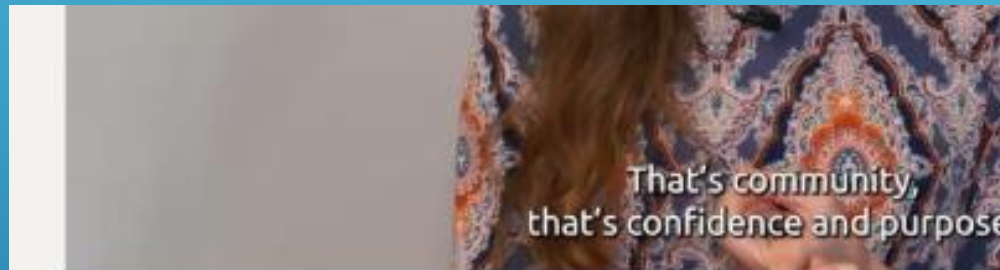
# 03

## EXPERTISE

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# From Page to Profile



## A Short Summary: Who We Are

youtube.com

 Chris Hunter and 15 others



Like



Comment



Repost

### Send Oakleaf Enterprise's Post

#### Suggested



William Finbow

With 5 year experience in charity currently volunteering as an account assistant and receptionist



Lailani Abella, CPA

CPA / Freelance CFO / Accountant / Bookkeeper / Enrolled IRS Agent Trainee 🙌💰 I help Businesses increase pro...



### Repost with your thoughts

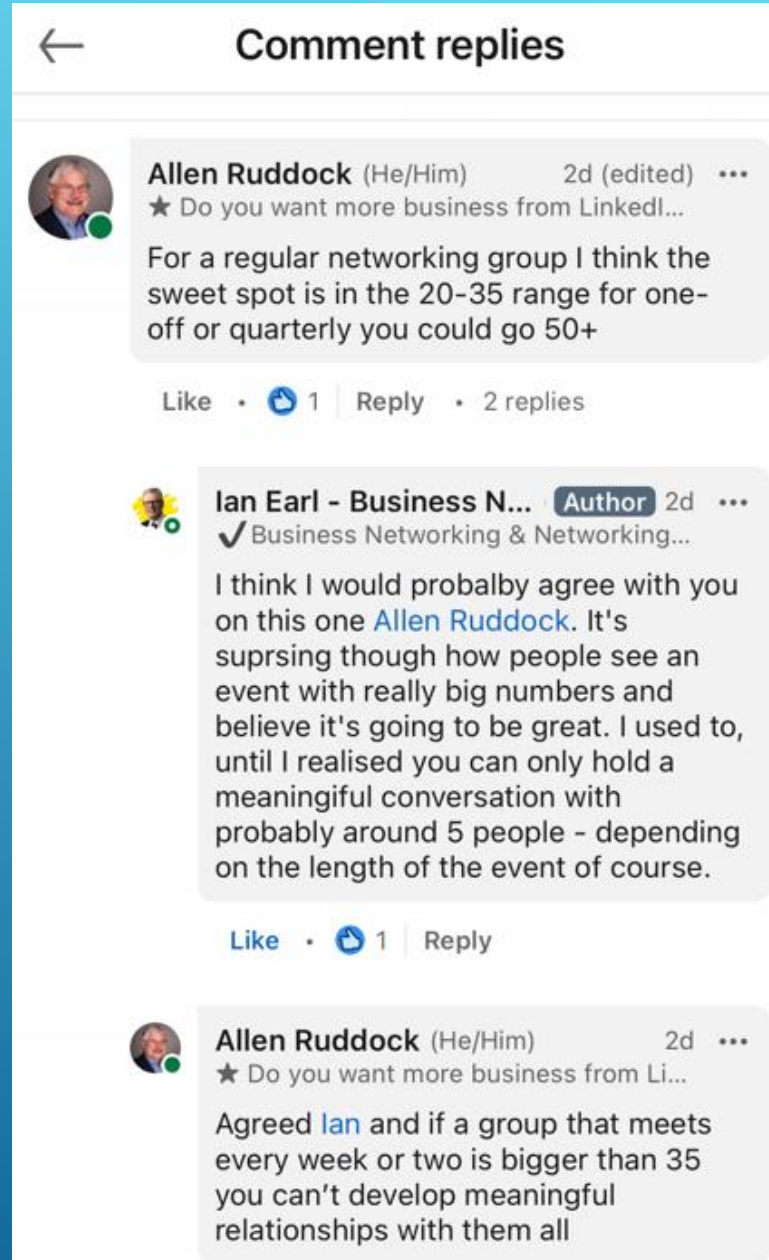
Create a new post with Oakleaf Enterprise's post attached

### Repost

Instantly bring Oakleaf Enterprise's post to others' feeds

## LINKED BUSINESS

Conversations  
spark interest  
which leads to  
involvement.  
Engage with  
your target  
prospects.



©Allen Ruddock 2023

# 04

## ENGAGEMENT

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# Following other pages

The screenshot displays the Facebook interface for 'The Guildford Business Hub' page. The page header includes the profile picture, name, and 'Super admin' status. Navigation tabs at the top are 'Home', 'Jobs', 'Analytics', and 'Activity'. The main content area shows a 'Start a post' button with options for 'Photo', 'Video', 'Poll', and 'Write article'. Below this, the 'Following' tab is selected and highlighted with a red circle. The 'Following' tab shows a list of pages followed, with 'SURREY BUSINESS EXPO' visible at the bottom. The 'SURREY BUSINESS EXPO' page has 733 followers and is located in Guildford, Surrey. The 'Following' tab also includes a 'Manage following' button.

## Following other pages

The screenshot shows the Facebook Business Page for 'The Guildford Business Hub'. The page has 135 followers. The 'Following' tab is selected and highlighted with a red circle. The page layout includes a cover photo, a profile picture, and navigation tabs for Home, Jobs, and Analytics. The 'Following' tab is part of a set of tabs including Page posts, Hashtags, Employee posts, and Ads. The 'Following' tab is currently active, showing a list of pages followed by the business.

The screenshot shows the 'Find Pages to follow' section on Facebook. It displays a list of suggested pages to follow, including 'SURREY BUSINESS EXPO' (733 followers), 'Surrey Chambers of Commerce' (2,773 followers), and 'Surrey Event Professionals' (683 followers). The 'Surrey Business Expo' page is highlighted. The list is filtered by 'Surrey'.

## Respond as.... notifications



Respond as Linked Business on this **trending post in #linkedin**:  
**Only a fraction** of LinkedIn users create content ⚠️ Do you know why? Because they are moving forward with a **different**



Respond as Topic of Cancer on this **trending post in #charity**: What a great experience! 8 months in training camp and then only a 4.5... 1w ...



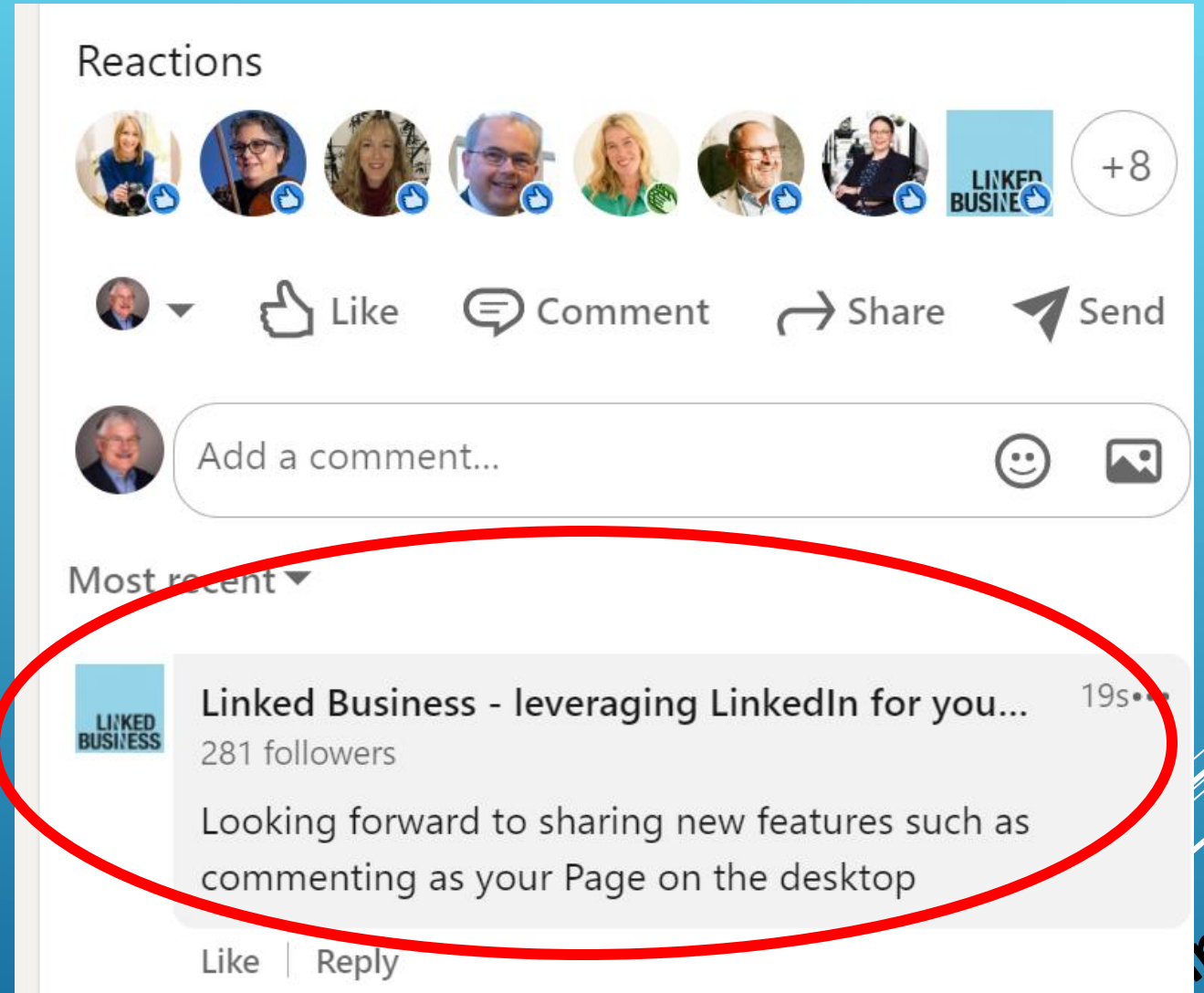
Respond as Guildford City FC on this **trending post in #community**: Do you agree with this quote that says "what you believe, you..."

- ▶ Your 3 Community Hashtags
- ▶ Your charity logo will appear alongside your comment providing a clickable link to your page.



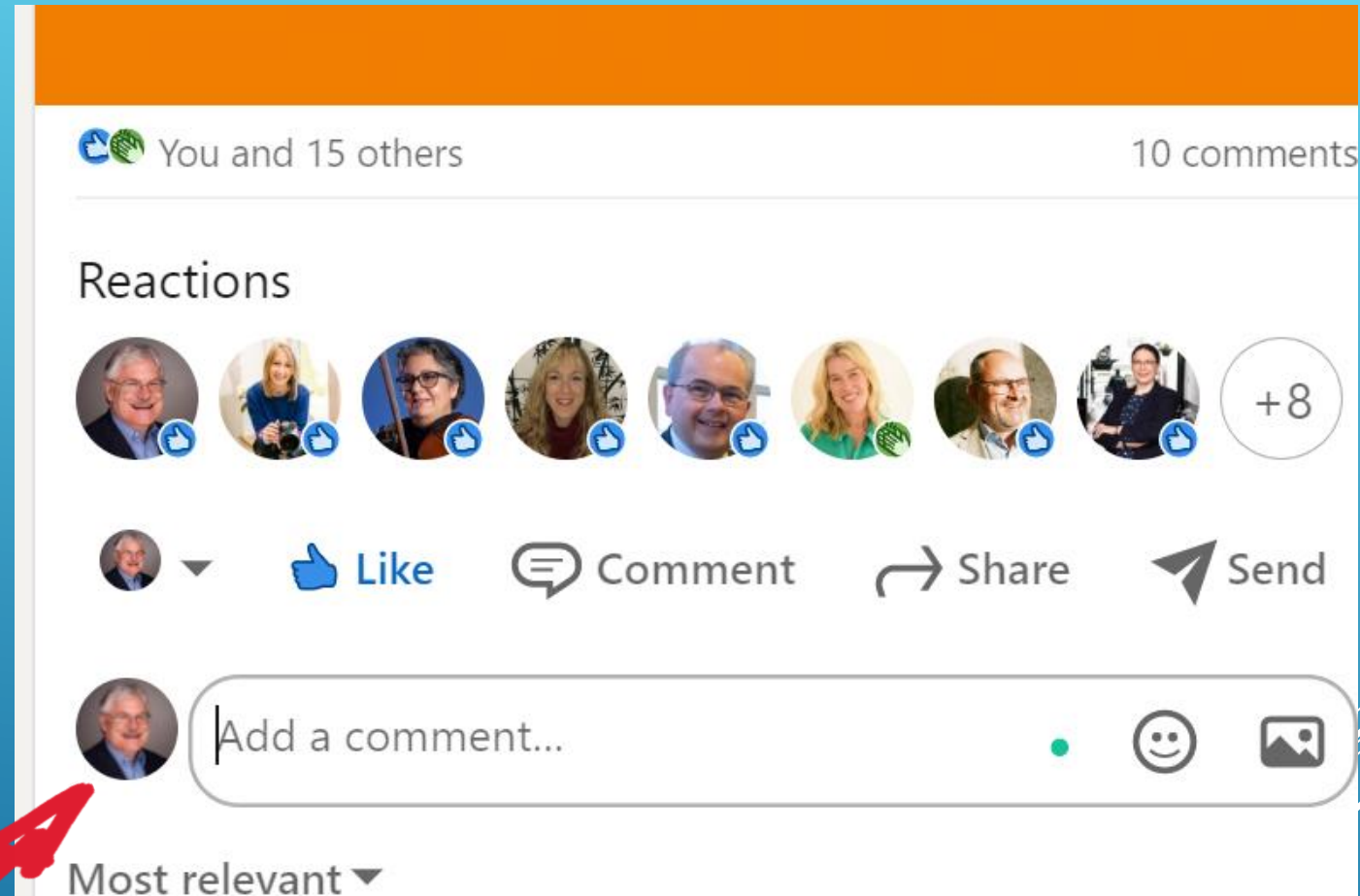
**LINKED  
BUSINESS**

# Commenting as your Page on desktop



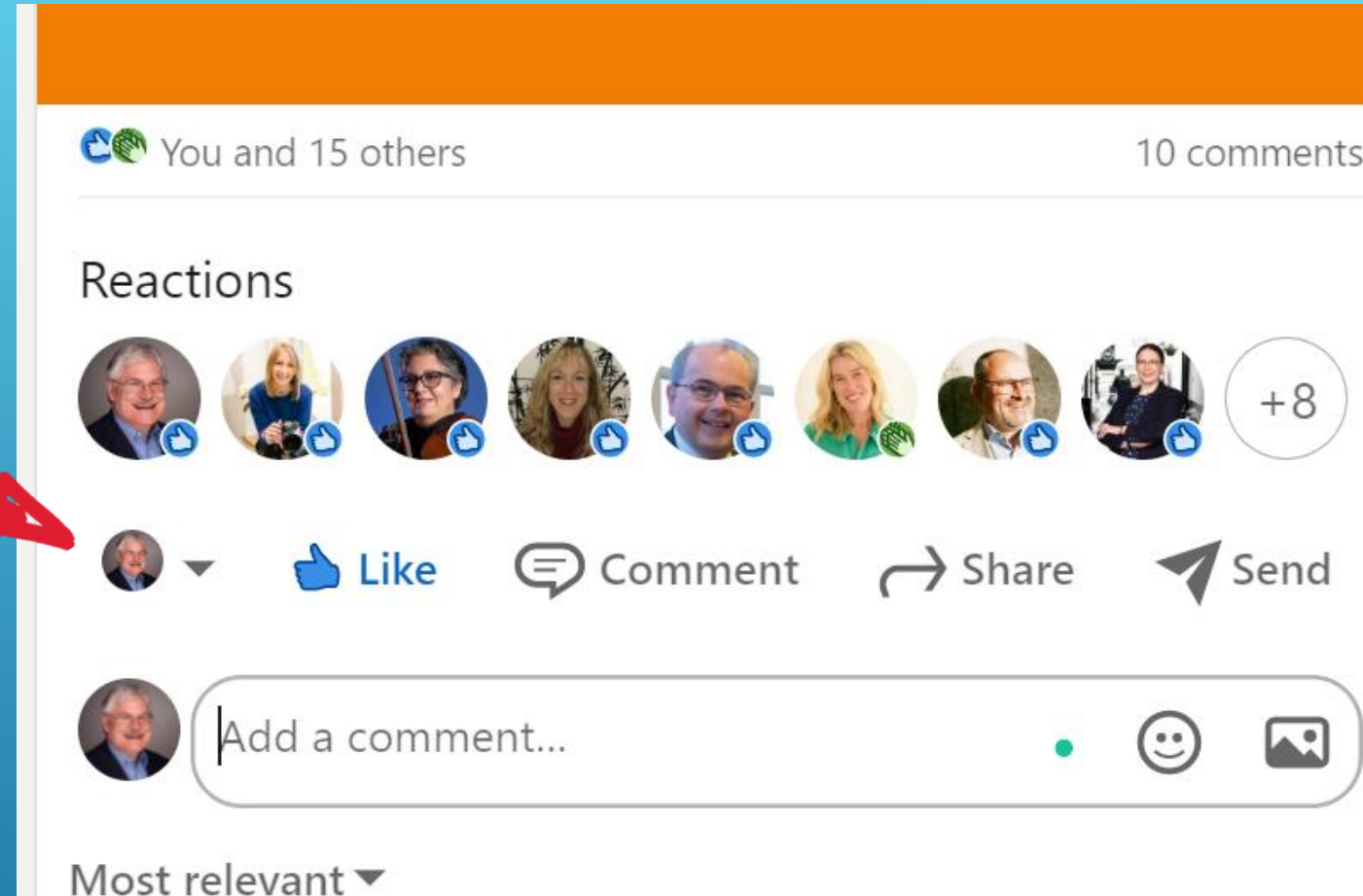
**LINKED  
BUSINESS**

You want to  
comment as  
your page but  
it shows you  
by the box



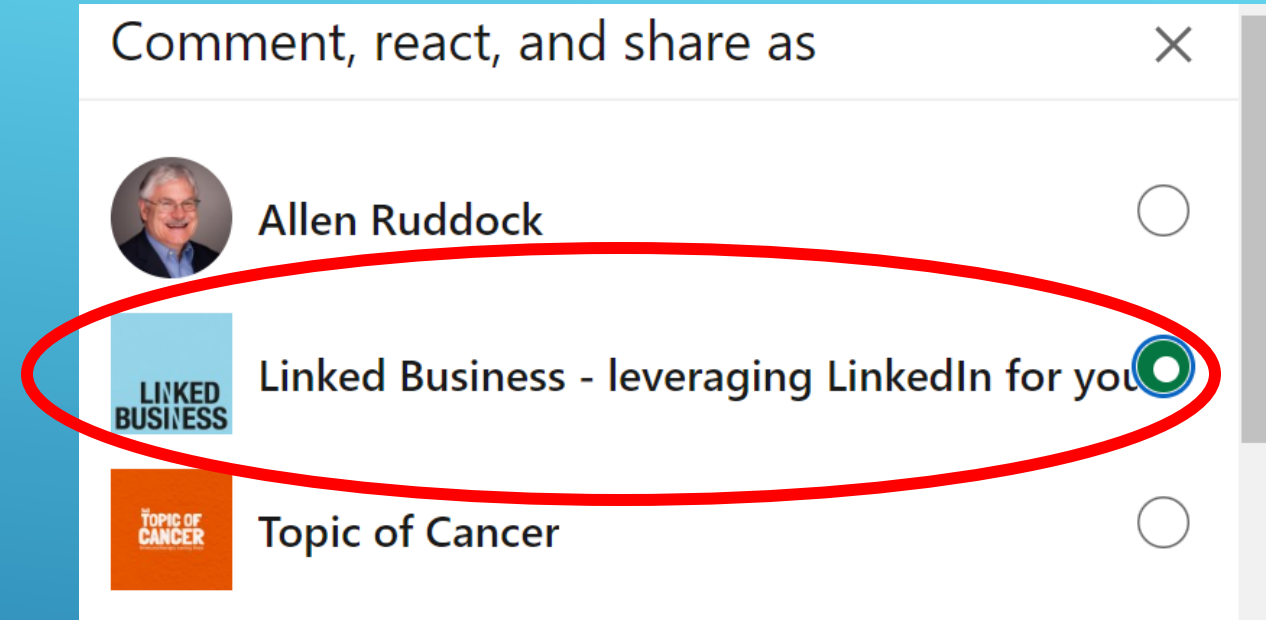
**LINKED  
BUSINESS**

So click here  
And get your  
page options



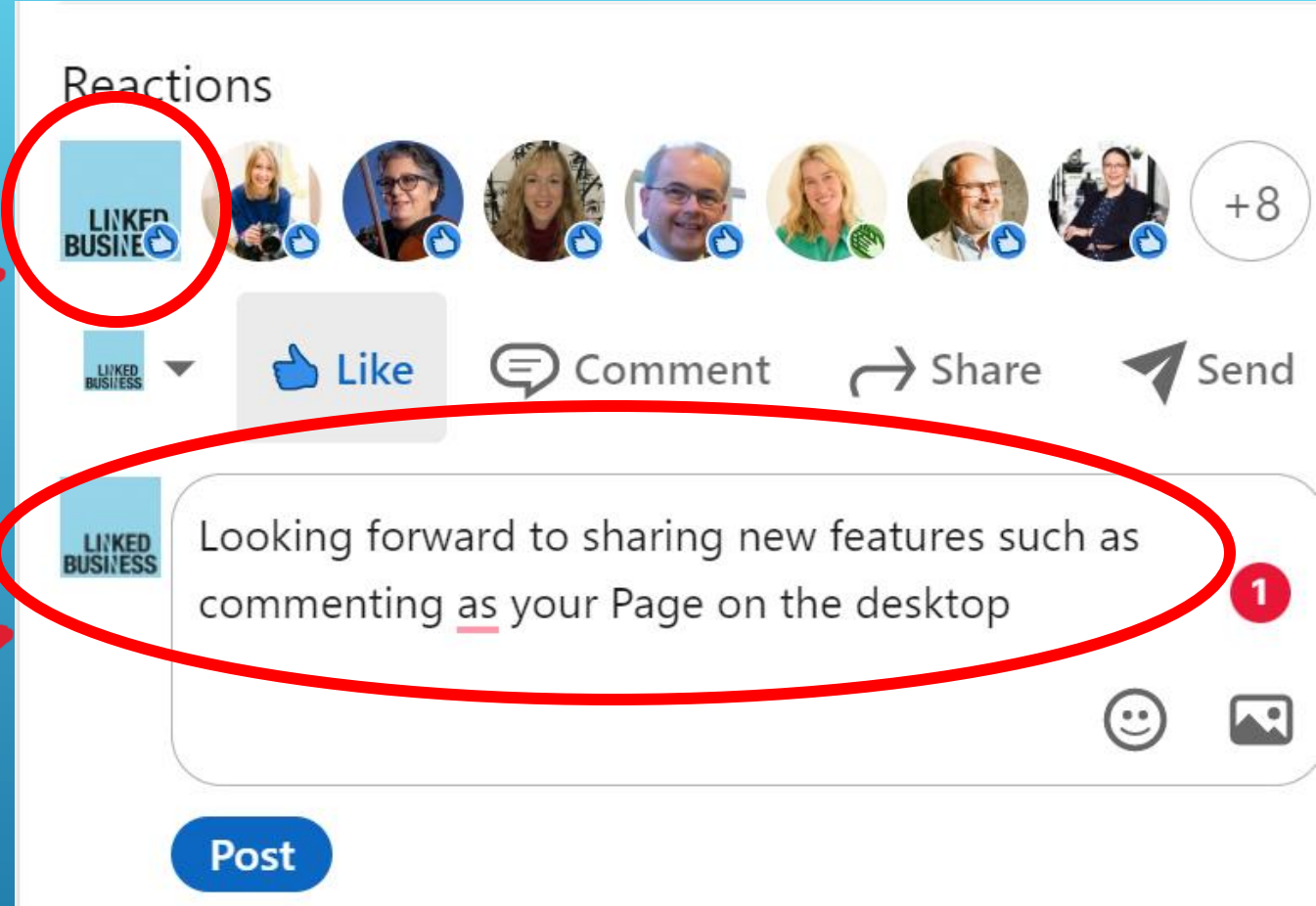
**LINKED  
BUSINESS**

Choose your  
page,  
then scroll  
down and click  
Save



**LINKED  
BUSINESS**










And add your  
reactions  
and/or  
comment













# All done!


Reactions

  Like  Comment  Share  Send

Most recent ▼

 **Linked Business - leveraging LinkedIn for you...** 19s...  
281 followers

Looking forward to sharing new features such as commenting as your Page on the desktop

Like | Reply

## Events

- Online or in-person
  - External Event
  - LinkedIn Audio
  - LinkedIn Live
- Registration page
- Description
- Speakers



**WOKING**  
means  
**BUSINESS** at Woking Leisure Centre **11 October 2023** 9.30 – 4.00

WOKING CHAMBER of COMMERCE  
in partnership with Woking Borough Council

More contacts – More leads – More business

Woking Means Business 2023  
Event by Woking Means Business

Wed, Oct 11, 2023, 9:30 AM - 4:00 PM (your local time) Add to calendar

Woking Park, Kingfield Rd, Woking, Surrey, GB, GU22 9BA  
Woking Leisure Centre

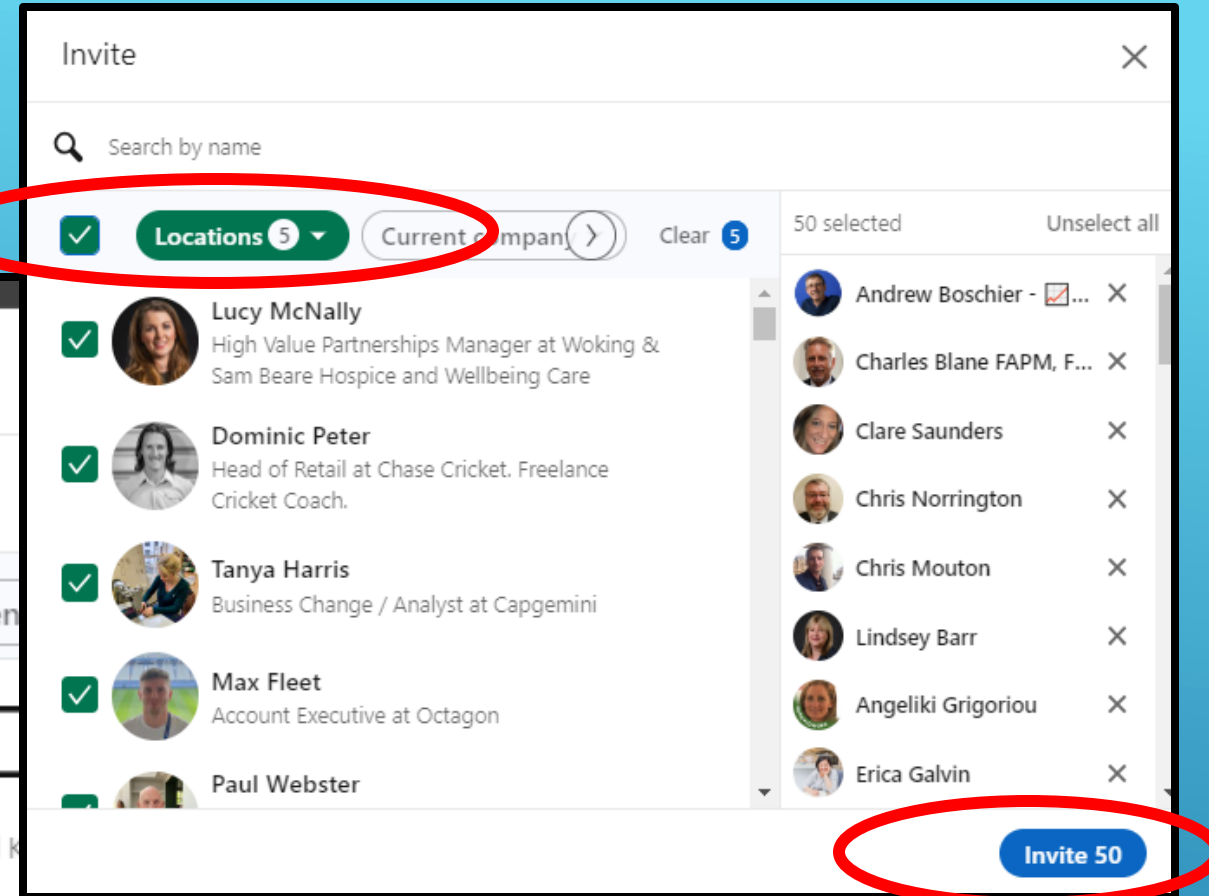
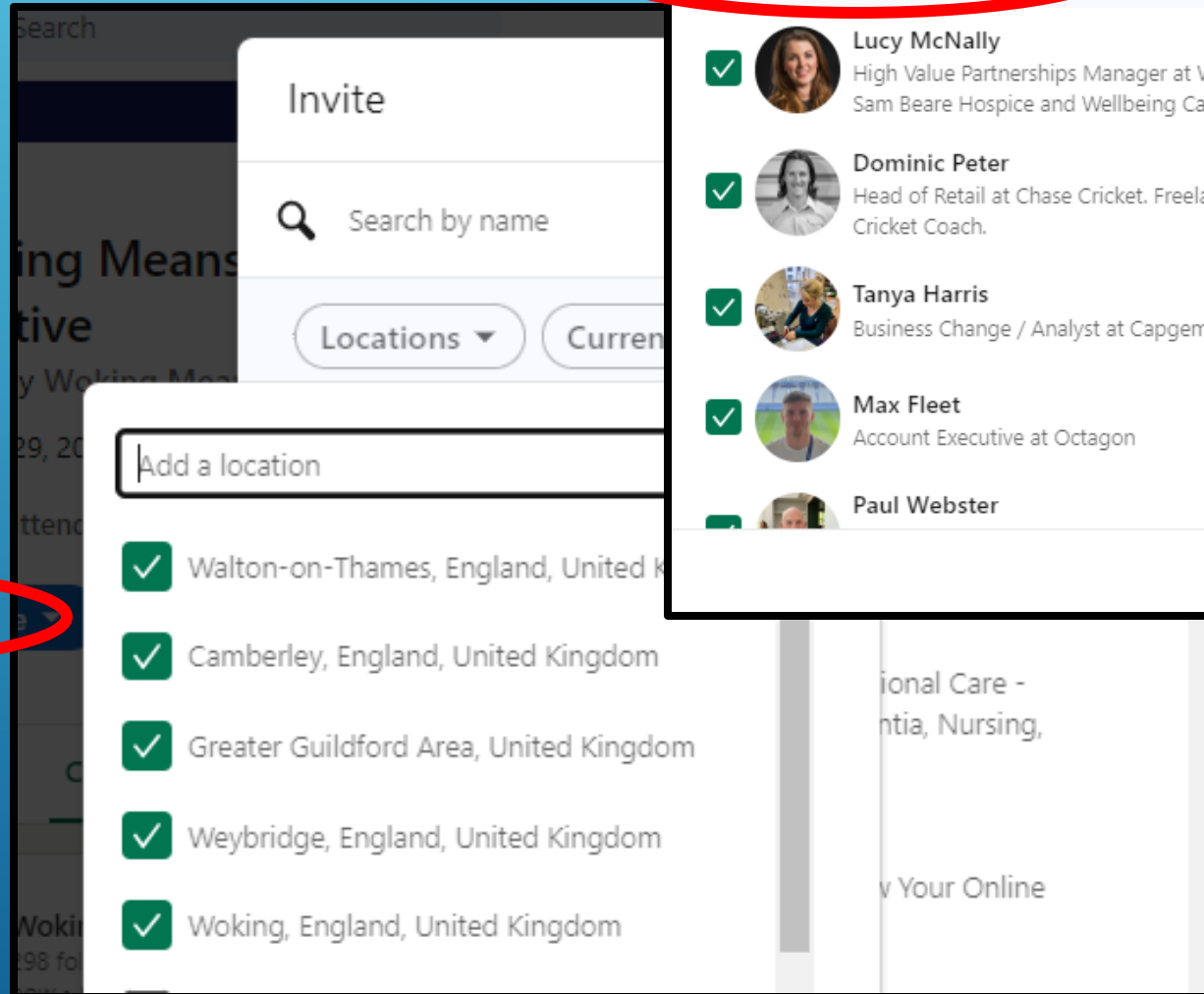
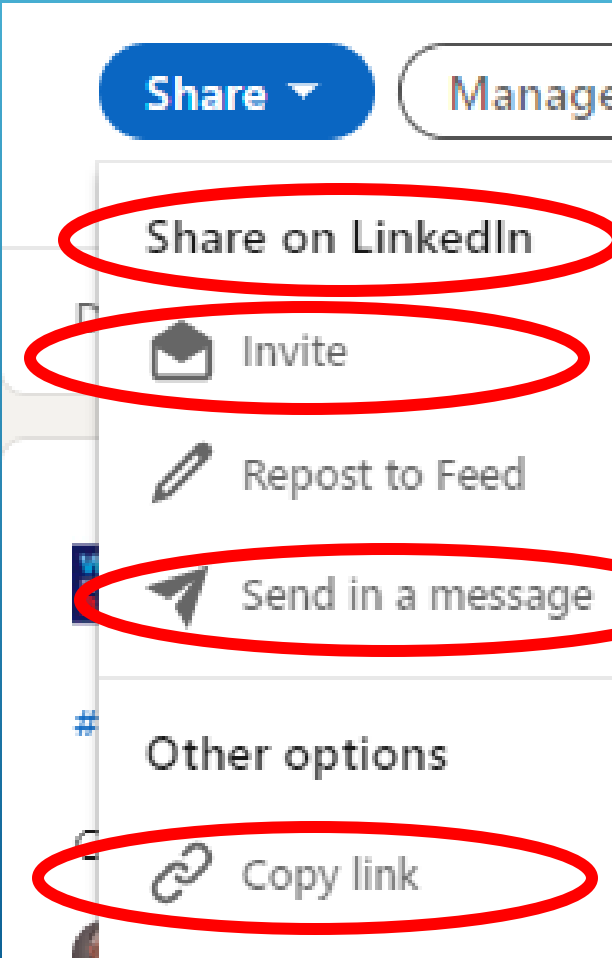
<https://www.eventbrite.co.uk/e/woking-means-business-exhibition-tickets-637331845707?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=escb>

Event link

Sarah Butcher and 7 other attendees

Share Boost Manage

# Invitations



## LINKED BUSINESS

A great first impression  
builds TRUST.

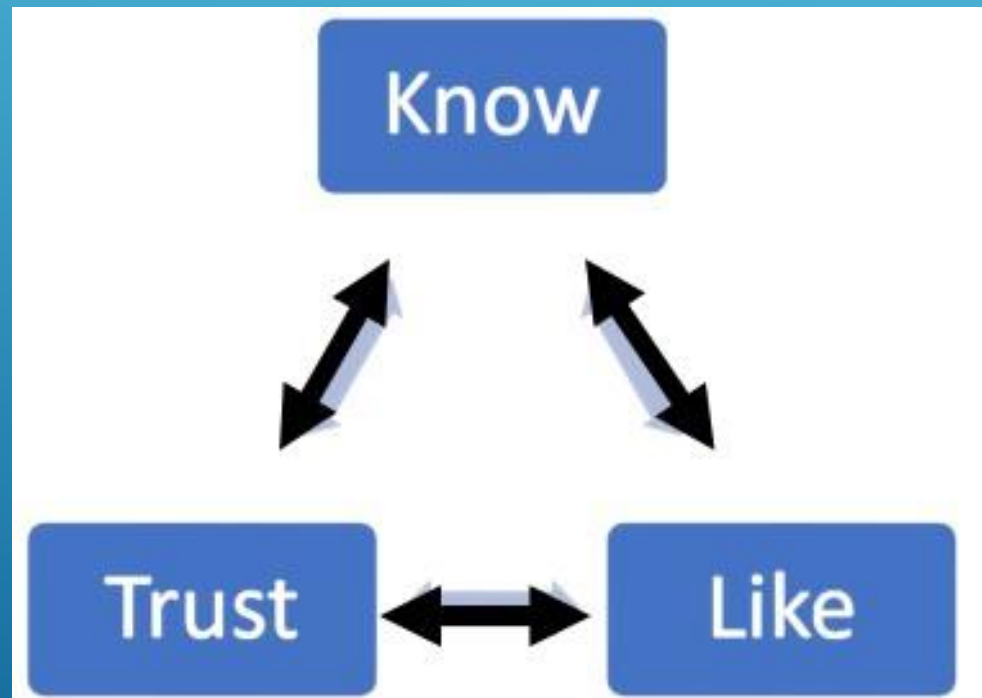
Great content helps  
prospects get to KNOW  
you.

Good engagement get's  
them to LIKE you.

People support charities  
run by people they  
KNOW, LIKE & TRUST

# 05

CONVERSION



# Page roles

Super admin

Content admin

Analyst

Add Page admin

Remove

Assign an admin role ?

☒ Super admin  
This role manages everything on the Page. It's the only role that can edit the Page and manage all admins.

☐ Content admin  
This role posts and manages content, comments as the Page, and exports analytics.


☐ Analyst  
This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.


Save




# Connecting to your charity Page


Connect as an employee


Experience + 

 Getting you more from LinkedIn with a powerful profile and real  
Company name


 Linked Business - leveraging LinkedIn for your business

Connect as a volunteer  
Who connects is outside  
your control

← Volunteering ⌵ + 

 DD f  
Sama  
Apr 2  
Social

Organization\*

 Samaritans

# Community Hashtags

Discard edits

Save

Add up to 3 hashtag topics that matter to your page  
You can see and respond to trending posts from the hashtag feed.

You can only add a maximum of 3 hashtags

Hashtags	Actions
#wellbeing	Added
#wellbeingatwork	Added
#mentalhealthawareness	Added

- ▶ Up to 3 can be added
- ▶ Start typing and it will suggest some
- ▶ Helps you get found and also SEO
- ▶ Comment as your page on trending posts

# Showcase Pages



- ▶ Extensions of your main LinkedIn Page
- ▶ Highlight specific products/services/events
- ▶ Highlight a marketing initiative or offer
- ▶ Niche your market

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LinkedIn wants you to stay.

Do you remember LinkedIn of old?

I started using it seriously in 2010 to build my new project management consultancy.

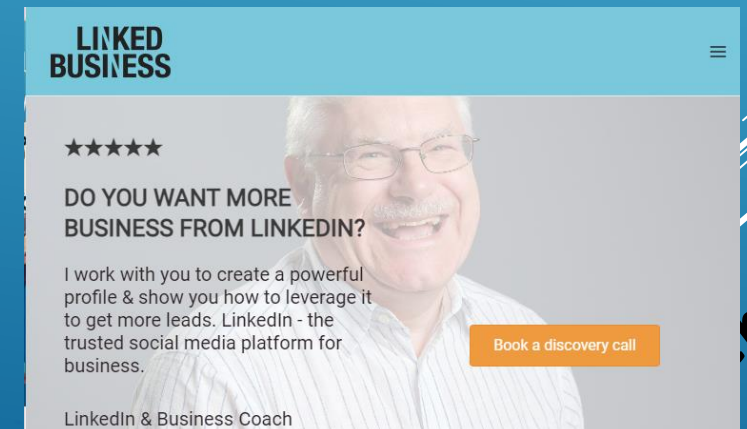
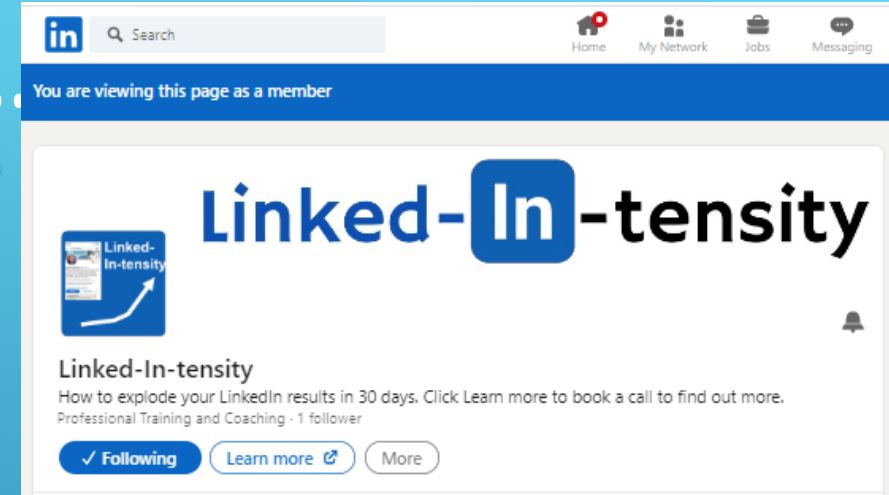
I started showing other business owners how to achieve the same success I had in 2015.

Today - LinkedIn is very different. It changes much more rapidly. It is much more feature-rich. But the principles for success and the same bad practices prevail.

See my post on my profile here:  
<https://lnkd.in/dmZe-2aA>

and sign up for my free LinkedIn live now - the link on the image.

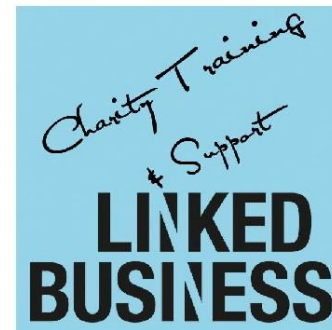
#linkedintips #linkedinmarketing #linkedintraining



Just as important for charities....

## Linked Business Charity Training & Support Group

- ✓ For all small-medium sized charities
- ✓ Leverage a presence on LinkedIn to attract local corporate sponsors
- ✓ Free training
- ✓ Weekly support calls
- ✓ 1:2:1 help





# How you can help.....

## LinkedIn Mastery 50:50 Workshop

- ✓ Create a great 1<sup>st</sup> impression
- ✓ Find & connect with your ideal prospects
- ✓ Post useful, interesting & relevant content
- ✓ Engage with purpose
- ✓ When and how to convert

**LINKED  
BUSINESS**

This 50:50 workshop is part of Linked Business' commitment to support local and regional charities with LinkedIn training, support and revenue sharing. 50% of the course fee goes to your nominated local charity

**Book here:**



# LinkedIn Mastery 50:50 online workshop

Your corporate sponsors will learn

- ✓ Create a great 1<sup>st</sup> Impression
- ✓ Find and connect with their ideal customers
- ✓ Post useful, interesting and relevant content
- ✓ Engage with purpose
- ✓ Identify when and how to convert

**£125**

**Workshop  
cost**

**£62.50**

**To your  
charity**

Any Questions?