



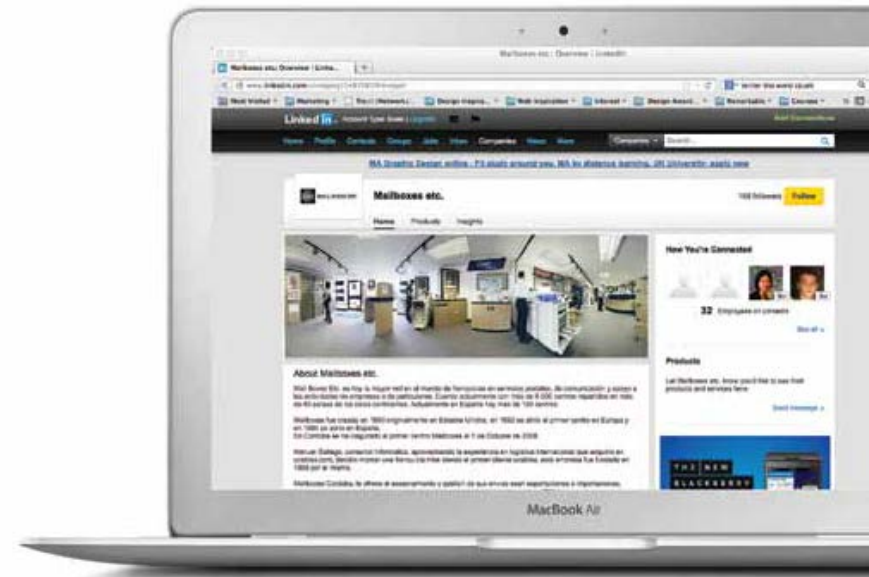
LEAGUE INTERNATIONAL FOR CREDITORS (LIC)  
GENERAL ASSEMBLY  
AN INTRODUCTION TO LINKEDIN  
JUNE, 2016

# LINKEDIN

Founded in 2002, LinkedIn is a professional network with a global user base. Its purpose is to **connect professionals to each other, jobs, industry news, updates and insights**. Unlike Facebook and Twitter, this is a business focused social network for professionals.

LinkedIn is made up of the following core elements:

- Company Pages
- Profile
- Contacts
- Groups
- Jobs





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# COMPANY PAGES

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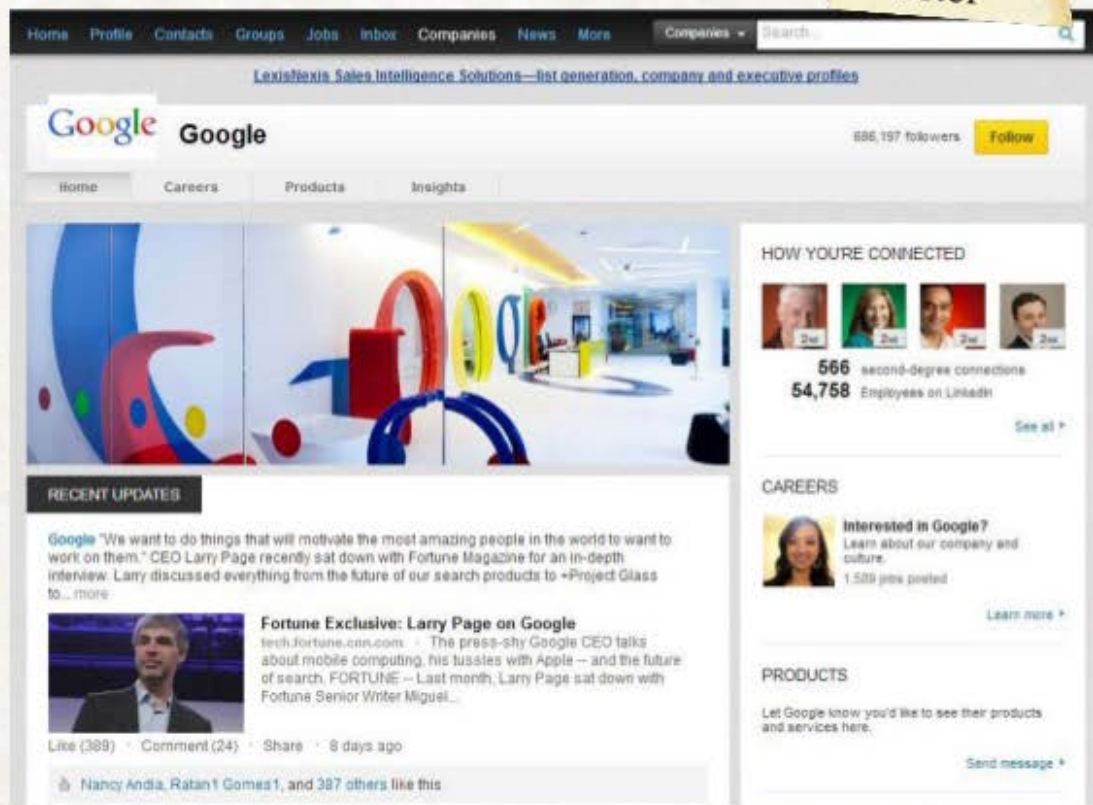
# COMPANY PAGES

We made it easier to access the most relevant and timely updates from companies our members care about. There are more than 2.6 million companies that have Company Pages on LinkedIn.

before



after



*"In the redesign, company news and updates take a more prominent placement, and the layout has been changed to make navigation simpler and more intuitive."*

-IDG

# CREATE A LINKEDIN COMPANY PAGE

1. Confirm your company name is correct
2. Add a company description
3. Upload an image (646x220px)
4. Upload your logo (100x60px) to the standard logo area
5. Upload your logo (50x50px) to the square logo area. This is displayed in your network updates
6. Add in your company specialities, company type, company size, URL, industry, operational status, year founded and your location

7. Publish your page

LinkedIn


Join Today Sign In

Join LinkedIn and see how you are connected to NUKO Agency (part of Remarkable Group). It's free. Get access to insightful information about your network at thousands of companies!

Join LinkedIn Already a member? Sign In

## NUKO Agency (part of Remarkable Group)

Overview Employee Insights



Part of the Remarkable Group, NUKO specialise in website development, video, animation, social media, creative campaigns and strategy. We work with a wide range of clients from all over the UK.

We hate pigeonholes. We have all the strategic, creative, digital, social, design and video skills you'd expect. But it's the way we combine them that makes the difference. Integrated doesn't do our thinking justice. Fused is the word.

By working across disciplines and by keeping open-minded, we create very effective work. In the mix you might find a strategist working with an animator, or a developer with an artist. The one thing they share is a fixation with helping our clients get results.


If we need even more brain-power, we can call on the support of our parent company, the remarkably successful Remarkable Group.

**Specialties**  
Website, Video Production, Animation, Branding & Key Messaging, Creative Campaigns, Email Marketing, Search, Social Media, eCommerce Websites, Marketing Strategy, Responsive Website Design

**Company Updates**

**NUKO Agency (part of Remarkable Group) New Starter: Millie** <http://lnkd.in/pCg0X3>  
millehttp  
millehttp  
11 days ago

**NUKO Agency (part of Remarkable Group) A few photographs from our summer conference in Winchester.** <http://lnkd.in/Q3p7BU>




Summer Conference 2013  
nukoagency.co.uk  
August 5, 2013 You may remember an earlier post about the Fresh philosophy being introduced into the Remarkable Group. Using the learnings and feedback over the last few months, it made sense to make this the agenda for our summer conference 2013.

17 days ago

**NUKO Agency (part of Remarkable Group) A bit of Friday fun. Enjoy.** <http://lnkd.in/R3vMEK>  
A Fabulous Friday | NUKO Agency  
nukoagency.co.uk  
17 days ago


**NUKO Agency (part of Remarkable Group)** <http://lnkd.in/hqmbD>



Nuko  
nukoagency.co.uk  
July 19, 2013 Another brief, another tight deadline, another success! We love to keep things simple, and our very own 'Consultation Online', Content Management System (CMS) was the perfect tool to create a development proposal website for our.

1 month ago


**NUKO Agency (part of Remarkable Group)** <http://lnkd.in/Pgc6C4>





Team NUKO gives it's all in Winchester PPP Charity Triathlon  
nukoagency.co.uk  
July 22, 2013 Teams from creative design agency NUKO joined a small army of runners, cyclists and canoeists taking on the hot weather in a charity triathlon in Winchester which has already raised £17,000. NUKO was the main sponsor for the.

1 month ago

**ADS YOU MAY BE INTERESTED IN**

 **£199,000 Savings per Year**  
Trade in your old telephony system and get upto 1/3 off a new comms system

 **Attn: iOS Developers**  
Get Real Time Insights into Your iOS Appl Free Sign Up and Free T-Shirt!

 **Media Buying Strategies**  
Find what most SEMs don't know. Download Report & Improve ROI Today


**Type**  
Privately Held

**Company Size**  
51-200 employees

**Website**  
<http://www.nukoagency.co.uk>

**Industry**  
Marketing and Advertising

**Founded**  
2012

**Headquarters**  
 The Pump House  
Gaimier Road  
Winchester, Hampshire SO23 9QG  
UNITED KINGDOM

LinkedIn company directory [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse companies](#)

By using this site, you agree to LinkedIn's [terms of use](#). Commercial use of this site without express authorization is prohibited.



# ADD PERSONALITY



## Recent Updates

**NUKO Agency (part of Remarkable Group)** New Starter: Millie <http://lnkd.in/pCgdX3>

milliehttp

MILLIEhttp ·

**Organic** ?

Targeted to: All Followers

<b>68</b> impressions	<b>0</b> clicks	<b>0</b> interactions	<b>0.00%</b> engagement
--------------------------	--------------------	--------------------------	----------------------------

Sponsor update

Like · Comment · Pin to top · 11 days ago

## How You're Connected



**4** first-degree connections

**6** Employees on LinkedIn

[See all](#) ▶

## Careers



**Interested in NUKO Agency  
(part of Remarkable Group)?**

Learn about our company and culture.

[Learn more](#) ▶

## Products

Drive new leads and sales by showcasing what your business has to offer.

[Add a product or service](#) ▶

Header Image  
646 x 218px

# SHARE CONTENT

**NUKO Agency (part of Remarkable Group)** A few photographs from our summer conference in Winchester. <http://lnkd.in/Q3p78U>



## Summer Conference 2013

**nukoagency.co.uk** · August 9, 2013 You may remember an earlier post about the Fish! philosophy being introduced into the Remarkable Group. Using the learnings and feedback over the last few months, it made sense to make this the agenda for our summer conference 2013....

**Organic** ?  
Targeted to: All Followers

<b>198</b>	<b>10</b>	<b>2</b>	<b>6.06%</b>
impressions	clicks	interactions	engagement

Sponsor update

Like (1) · Comment · Pin to top · 17 days ago

**Byron Bucknall**

Add a comment...

**NUKO Agency (part of Remarkable Group)** <http://lnkd.in/hqmnbd>



## Nuko

**nukoagency.co.uk** · July 19, 2013 Another brief, another tight deadline, another success! We love to keep things simple, and our very own 'Consultation Online', Content Management System (CMS) was the perfect tool to create a development proposal website for our...

**Organic** ?  
Targeted to: All Followers

<b>54</b>	<b>1</b>	<b>1</b>	<b>3.70%</b>
impressions	click	interaction	engagement

Sponsor update

**NUKO Agency (part of Remarkable Group)** <http://lnkd.in/YWTB9E>



## Nuko

**nukoagency.co.uk** · July 1, 2013 The revolution of the web, Facebook in particular, has resulted in our lives becoming increasingly more public. All of those embarrassing snaps of you head-over-heels at a bus stop, kebab in hand, expelling the contents of a...

**Organic** ?  
Targeted to: All Followers

<b>240</b>	<b>7</b>	<b>1</b>	<b>3.33%</b>
impressions	clicks	interaction	engagement

Sponsor update

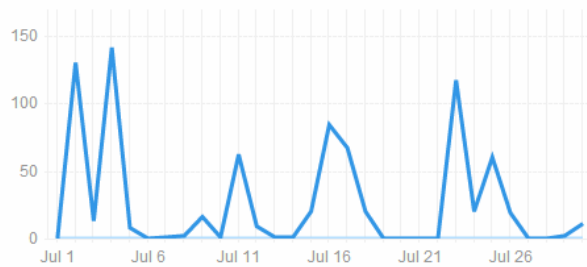
# INSIGHT & ANALYTICS

Date Range:

## Reach ?

● Sponsored ● Organic

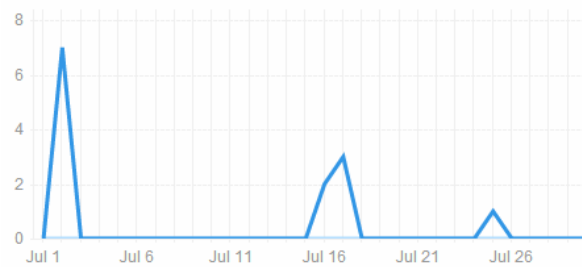
### Impressions



## Engagement ?

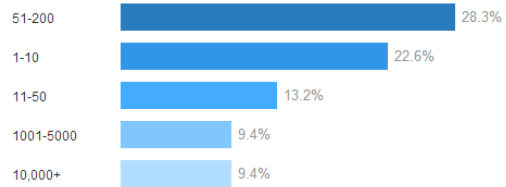
● Sponsored ● Organic

### Clicks Likes Comments Shares Followers Acquired Engagement %



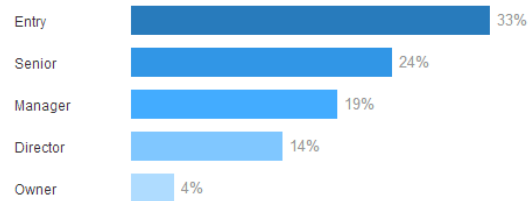
## Follower Demographics ?

Company...



## Follower Demographics ?

Seniority





—  
**PROFILE**  
—



# LOOK THE DOGS DANGLIES

- Upload a smart looking image
- Add connections via email or searching
- Show your previous companies and career history
- Get a custom URL – e.g. [uk.linkedin.com/in/emilywilkinson](http://uk.linkedin.com/in/emilywilkinson)
- Give some recommendations / endorsements
- Make your profile visible publically



# Emily (Wilkinson) Torjussen

Associate Director / Head of NUKO at Remarkable Group  
Southampton, United Kingdom | Marketing and Advertising

Current NUKO Agency (part of Remarkable Group), Remarkable Group, Emily Photography  
Previous Social You, Yucca, Lawton Communication Group  
Education Farnborough College of Technology

Improve your profile

Edit

500+ connections

uk.linkedin.com/in/emilywilkinson/

Contact Info

## Associate Director / Head of NUKO

NUKO Agency (part of Remarkable Group)



Ian Jamieson

Online Engineer at Estee Lauder Group of Companies

“ My first meeting with Emily was in the kitchen at work. The whole team had a fairly unorganised working schedule and she was brought in to help manage workloads. I remember going to my boss at the time and saying this is exactly what we need and what a good job Emily had done. As time passed Emily started to play a more important role in the company by showing her drive to... more

June 26, 2013, Ian reported to Emily at NUKO Agency (part of Remarkable Group)



Bradley Hall

Digital Designer

“ Employ and watch your staff become closer, more productive and wicked awesome. If you don't have a big team yet, you'll be wise to invest in Emily.

Right... That's my elevator pitch for all you monode wearing fat cats. (You know who you are!!)

When Emily started at Remarkable as an account manager with the digital team she had the unenviable job of growing us... more

June 24, 2013, Bradley reported to Emily at NUKO Agency (part of Remarkable Group)



Gary Frost

Creative Design Professional

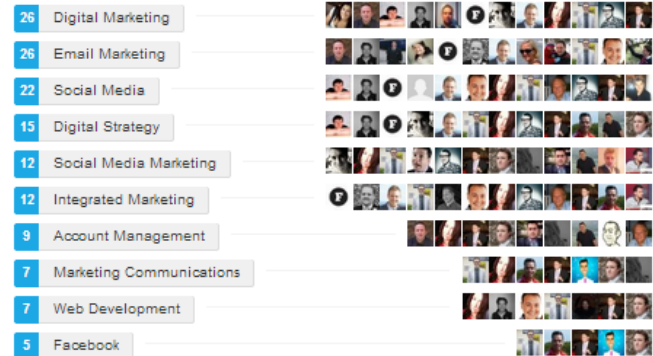
“ I have had the pleasure to work with Emily on many projects and have always been impressed with the depth of knowledge she possesses. Emily a dedicated professional, fully committed to the cause and has a good knack of bringing team members together to work more more effectively. She is a detail oriented digital marketing expert, always taking care of the task at hand... more

June 24, 2013, Gary reported to Emily at NUKO Agency (part of Remarkable Group)

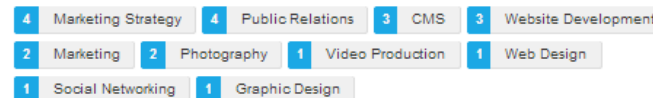


## Skills & Expertise

Most endorsed for...



Emily also knows about...



## SOME FIGURES

- 60% of LinkedIn members are interested in industry insights (2013)
- 53% of LinkedIn members are interested in company news (2013)
- 43% of LinkedIn members are interested in new products and services (2013)
- Top 3 countries for Platform usage is USA, India and UK (2013)



GROUPS



# WHY USE A GROUP?

- You can connect with a range of contacts in your industry
- Join in discussions by sharing insights, posting articles and asking questions
- Showcase your amazing knowledge of your industry
- Help to build relationships with prospects
- Gain access to larger networks and professionals
- Raise your own profile





# The Institute of Direct and Digital Marketing (IDM)

17,493 members

Member



Discussions Promotions Jobs Search



Start a discussion or share something with the group...

Your Activity

Popular Recent



## Door-to-Door Sales goes App

**Eimar Boesjes**  
Chief Technology Officer at Moonshadow Mobile, Inc.

The Ground Game App puts detailed demographic information on 220 million American consumers in the hands of sales reps on the road. Available on iPhone, iPad and Android.



[Door-to-Door Sales Enters the 21st Century](#) moonshadowmobile.com  
Door-to-Door Sales will never be the same again. No more random selections, no more knocking on doors without knowing who lives there, no more double visits, no more clipboards or hand written notes, no more losing track of sales...

Like (3) • Comment (2) • Follow • 9 days ago

### Top Influencers in this Group

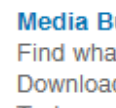


**Kath Pay**  
Digital Marketing Strategist & Trainer, specialising in eCRM, Email Marketing and Conversion Optimisation  
[See all members](#)  
[Follow Kath](#)

### ADS YOU MAY BE INTERESTED IN



**Marketing Automation**  
Just what is it all about? Find out in this free Simple Guide.  
[Download now](#)



**Media Buying Strategies**  
Find what most SEMs don't know. Download Report & Improve ROI Today



**Adobe Social@**  
Social media has evolved, learn why with Adobe & Econsultancy here.

### Latest Activity



**Kath Pay** started a discussion: [Online customer acquisition techniques - Smart Insights Digital Marketing Advice](#)  
26 minutes ago



**Joe Bush** started a discussion: [Are you ready for Christmas?](#)

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# USEFUL LINKS

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# LINKEDIN: LIGHT READING

- LinkedIn Blog - <http://blog.linkedin.com/>
- LinkedIn Help - <http://help.linkedin.com/>
- App for Apple - <https://itunes.apple.com/gb/app/linkedin/id288429040?mt=8>
- App for Android - <https://play.google.com/store/apps/details?id=com.linkedin.android>
- Managing Account Settings - [http://help.linkedin.com/app/answers/detail/a\\_id/66](http://help.linkedin.com/app/answers/detail/a_id/66)

Bill Mann  
[www.jmcbiz.com](http://www.jmcbiz.com)