

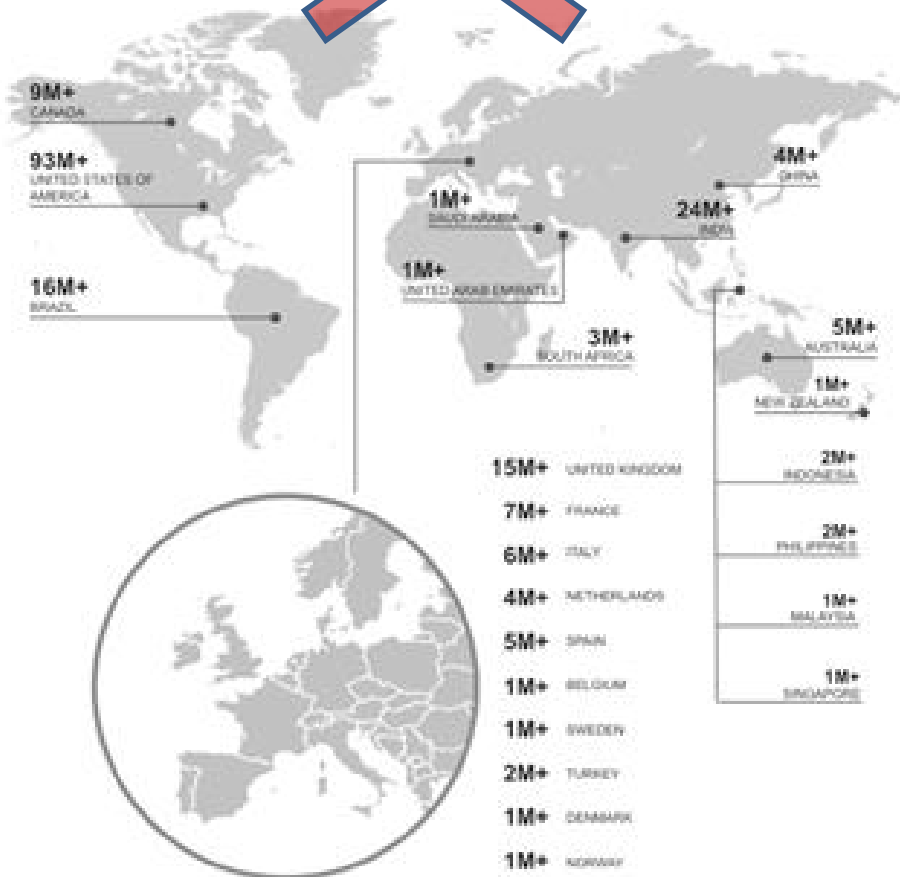


Lori Russo | @lorirusso | Managing Director | Stanton Communications, Inc. | @stantoncomm

Why is LinkedIn so important?

300,000,000+

~~277,000,000+~~
REGISTERED MEMBERS



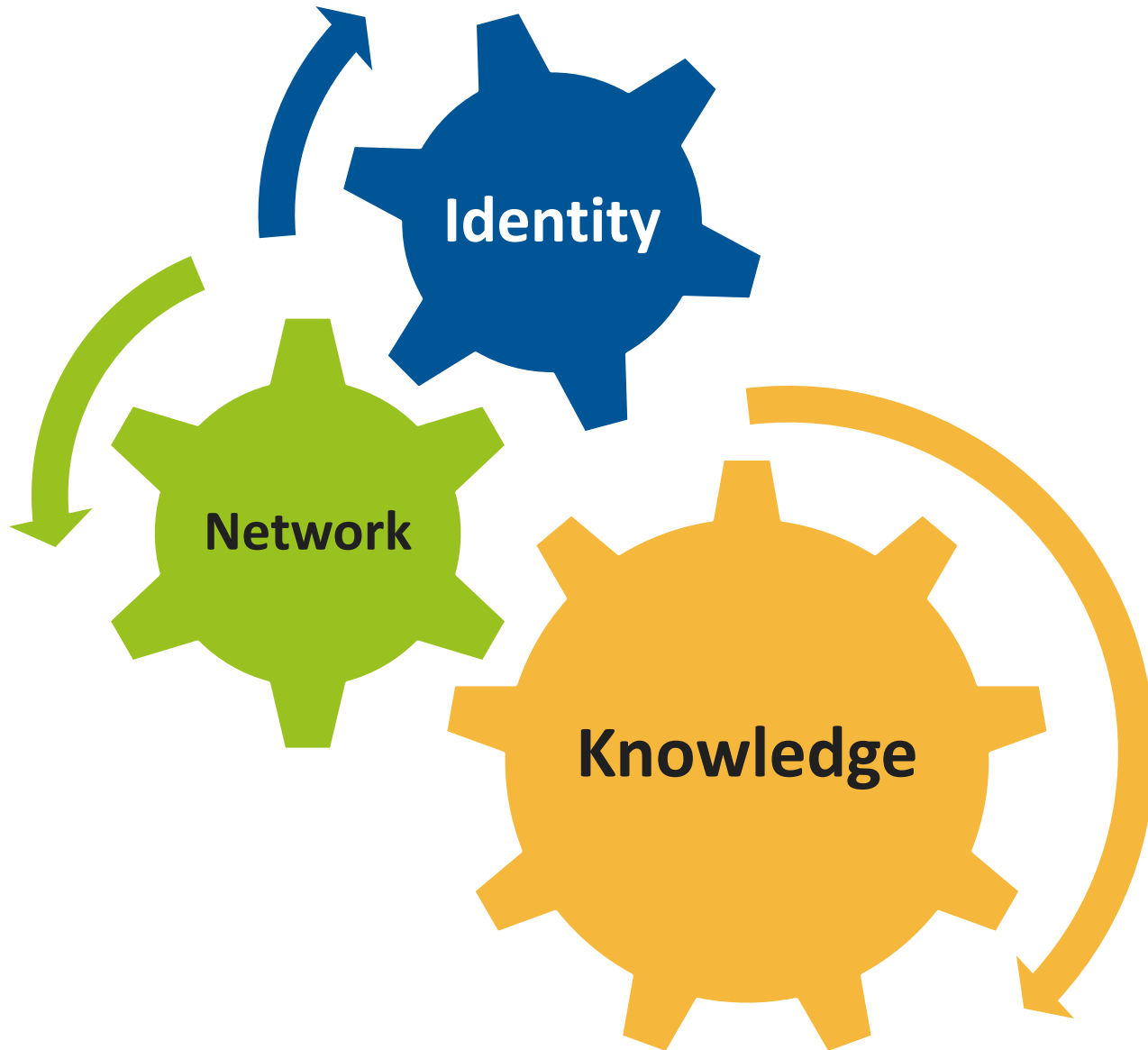
- Executives from [all](#) Fortune 500 companies
- 3 million + companies
- Your **clients**
- Your **colleagues**
- Your **prospects**
- Your **competition**

@lorirusso

#PRNews

@stantoncomm

Your three main priorities should be:



@lorirusso

#PRNews

@stantoncomm



All-Star your profile.



*Professional,
hi-res headshot*

Lori Russo



Strategic Communications, Marketing & PR - Managing
Director, Mid-Atlantic at Stanton Communications

Washington, District Of Columbia | Public Relations and
Communications

Current Stanton Communications
Previous Stanton Communications, WMAR-TV (Baltimore)
Education Towson University

Edit Profile

500+
connections

*Your headline,
not just your title*

*First-person,
keyword-rich
summary*

Background

Summary

For more than 15 years, clients have trusted me to develop their communication strategies, define their positioning and deliver their unique stories to the world through traditional and new media channels. Sectors in which I have special expertise and personal interest include education technology, mobile and online gaming, travel and tourism, and professional services.

Prior to moving to the "dark side" of public relations, I spent several years in the journalism field working as a news assignment editor and sports producer. I remain closely tied to the journalism community through the National Press Club, where I am a member of the Speakers Committee.

In 2007, I was honored to be included in PRWeek Magazine's inaugural list of "40 Under 40" professionals in the industry. I have a few more years to try to get on the list again.

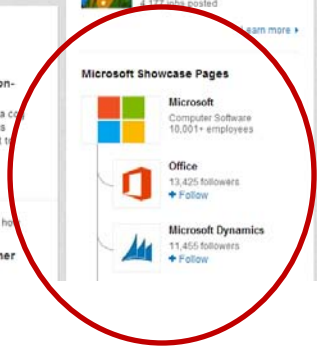
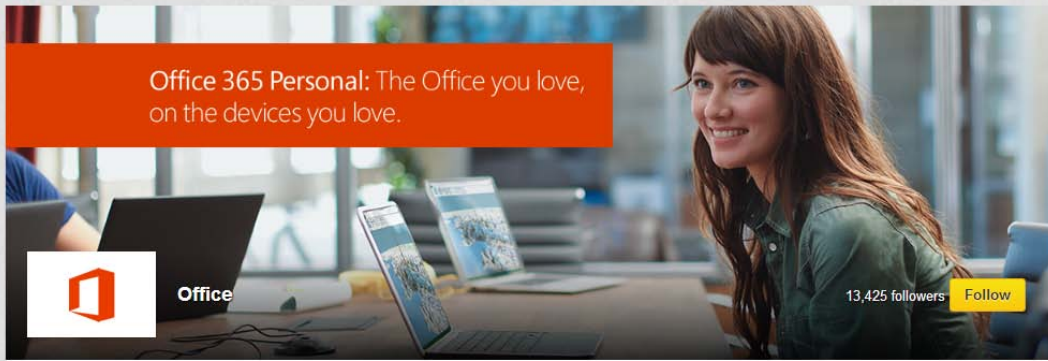
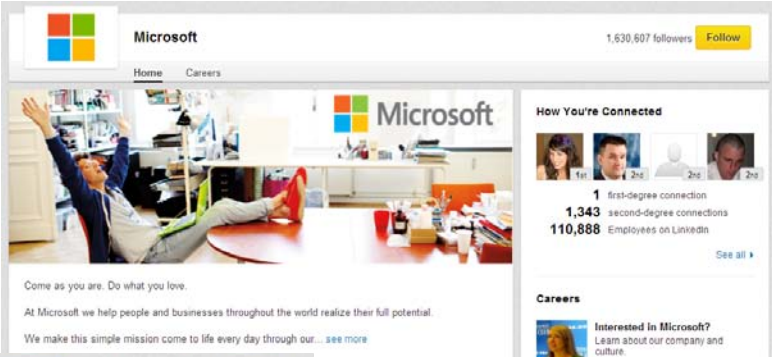
Specialties: High-level national, international and new media relations, content marketing, social media strategy, engagement and training, issue management, marketing communication, spokesperson and platform training

@lorirusso

#PRNews

@stantoncomm

Company Page →

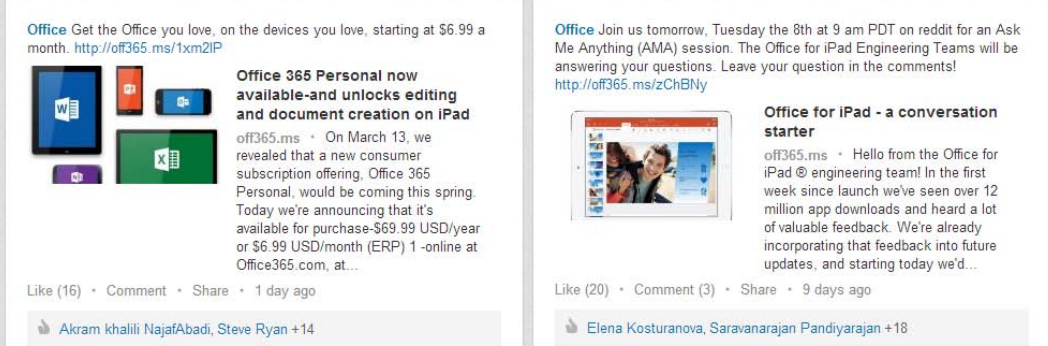
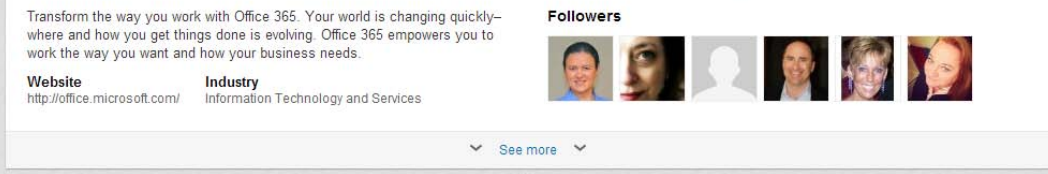


@lorirusso

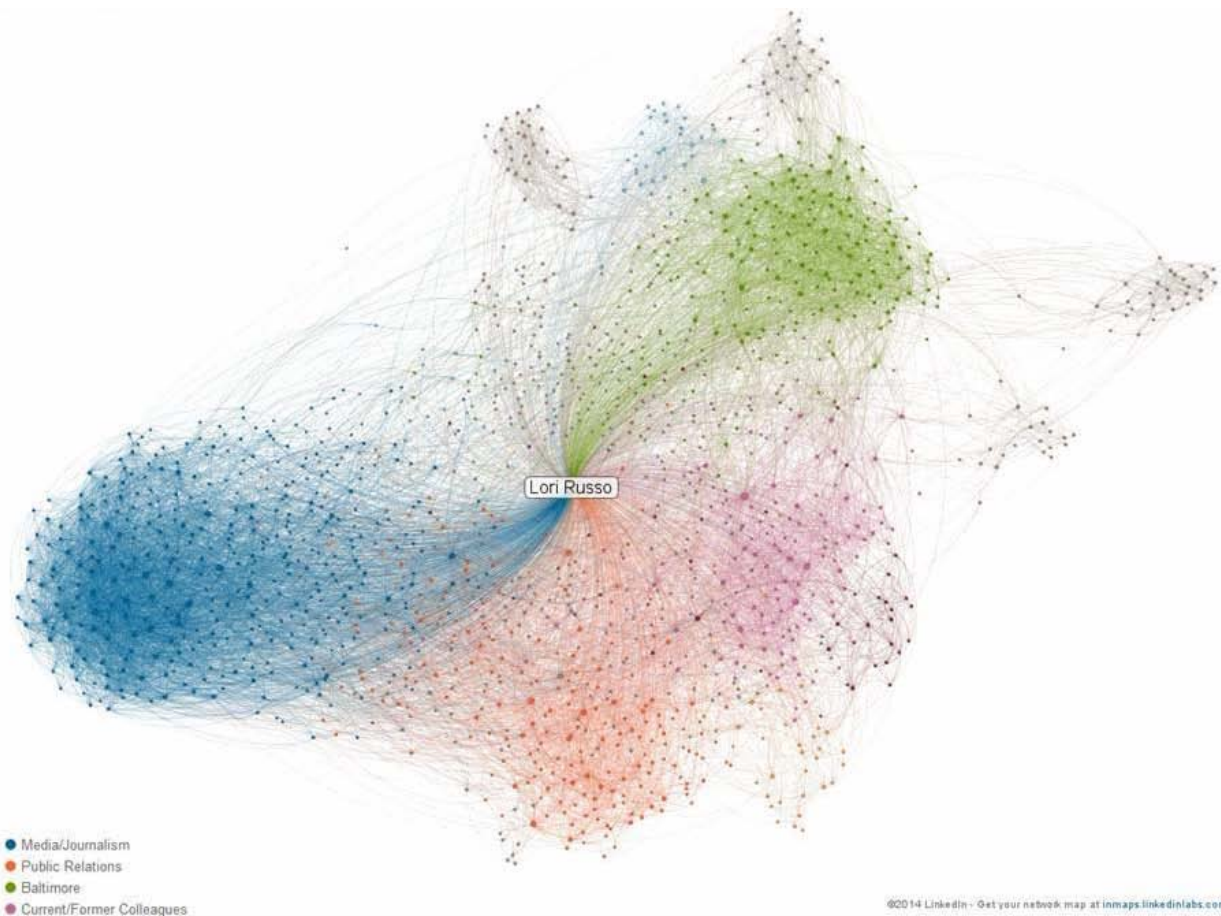
#PRNews

@stantoncomm

Product Showcase Pages



**One person.
1,459 1st Degree Connections.
Global Network of 14,863,957+.**



@lorirusso

#PRNews

@stantoncomm

Grow it. Use it.

Does Mike have these skills or expertise?

Journalism x Storytelling x Social Media x New Media x

Editing x Type another area of expertise...

Endorse Skip

What is this?

Mike Hemen
Supervisor/writer/editor at The Associated Press
Washington D.C. Metro Area | Broadcast Media

Current The Associated Press
Previous Associated Press Broadcast, WWJ 950 AM, 1
Education Eastern Michigan University

Send a message

www.linkedin.com/in/mikehemen

Endorse new skills

Comment on coverage



Derek Wallbank
Congressional Reporter at Bloomberg
Washington D.C. Metro Area | Online Media

Current Bloomberg
Previous MinnPost.com, Congressional Quarterly, Lansing State Journal
Education Michigan State University

Send a message

500+ connections

Relationship Contact Info Connected 10 months ago

Activity

Derek Wallbank
The impact of food stamp reductions taking effect today from widows to Wal-Mart.

Wal-Mart to Widows Will Feel U.S. Food Stamp Cuts Starting Today
businessweek.com • Annie Crist says she dreads telling her two daughters that cuts in food-stamp benefits taking effect today means less chicken and fewer hamburgers for dinner.

Like • Comment • Send a message • Share • 10 days ago

Ask for and provide
*Introductions,
Recommendations,
Referrals & Advice*

@lorirusso

#PRNews

@stantoncomm

Share relevant information through updates.

 **Pete Cashmore**

Facebook CEO Mark Zuckerberg turns 30 today. And while no one would compare Mark with the average 30-year-old, Mashable still did it: <http://on.mash.to/RErxH7>

MARK ZUCKERBERG	VS	THE AVERAGE 30-YEAR-OLD MALE
Net Worth \$26.3 billion		Net Worth \$8,525
Salary \$100*		Salary \$42,000
Education High school graduate, some college		Education Bachelor's degree
Marital Status Married 2 years		Marital Status Married 1 year
Kids Nope		Kids Nope
Facebook Friends 273 million followers		Facebook Friends 326 friends

Like (255) • Comment (28) • Share • 1h ago

 Bradley Cohen, Anastasia T Lim and 253 others

Users who share updates at least 1x per week are **10x more likely** to be approached for new opportunities.

@lorirusso

#PRNews

@stantoncomm

Add content & comments that demonstrate expertise.

Background

Summary

For more than 15 years, clients have trusted me to develop their communication strategies, define their positioning and deliver their unique stories to the world through traditional and new media channels. Sectors in which I have special expertise and personal interest include education technology, mobile and online gaming, travel and tourism, and professional services.

Prior to moving to the "dark side" of public relations, I spent several years in the journalism field working as a news assignment editor and sports producer. I remain closely tied to the journalism community through the National Press Club, where I am a member of the Speakers Committee. I also serve on the board of the Maryland Chapter of the Association for Corporate Growth.

In 2007, I was honored to be included in PRWeek Magazine's inaugural list of "40 Under 40" professionals in the industry. I have a few more years to try to get on the list again.

Publications

Four Ways You're (Probably) Not Using LinkedIn for PR

PR News
April 26, 2012
LinkedIn is rife with opportunities to increase brand awareness. Not only can PR professionals build a community of customers and clients, they can connect with journalists and media on the site. Perhaps its targeted engagement capabilities are taken for granted.

- 2 authors
- Lori Russo
Strategic Communication, Public Relat...
 - Bill Mittenberg

Are You Missing PR Opportunities on LinkedIn?

PR News
May 3, 2012
Many PR pros are not taking full advantage of LinkedIn to establish thought leadership for clients—and share favorable reviews of their work from those very same clients.

- 2 authors
- Lori Russo
Strategic Communication, Public Relat...
 - Regina Dalesio
Speaker | Public Speaking Training for ...

7 Tips for Communicating With Journalists via LinkedIn

PR News
August 7, 2012
In a recent PR News article, we mentioned that LinkedIn has become the most-used social network by journalists—92% are on LinkedIn. As PR professionals, you are probably trying to figure out what to do with that astounding statistic, but don't worry—we're here to help.

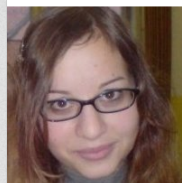
- 3 authors
- Lori Russo
Strategic Communication, Public Relat...
 - Krista Canfield
Passionate storyteller. Journalist wrang...
 - Danielle Aveta
Media Account Executive at O S Simon ...

media relations, content marketing, social media marketing communication, spokesperson and



Public Relations and Communications Professionals

Discussions Jobs Members Search



Why and How to Use LinkedIn: For Entrepreneurs and Small Businesses

Rebecca Barry
Marketing Manager at Hawlet Package
Top Contributor

Most entrepreneurs and small business owners should evaluate LinkedIn as a place to have another presence on the internet because it is the professional business space online. Currently most professional careers or types of work are represented. In fact, LinkedIn is quite formidable with the tremendous growth there over the past few years.

+ Follow Rebecca

People use LinkedIn for multiple purposes, including to connect online with other business professionals, to reach a new market interested in the product or service they represent, to find work, and to hire employees. What they don't always know are the ways to drill down and find the best business benefits. There is a lot of networking going on there and it is an excellent medium to provide both information and value about what you do.

LinkedIn is the social media platform that is the most business oriented. If you compare this platform to other sites such as Facebook, Twitter or Pinterest, you should note that it is more professional and the conversation is oriented around business more than pleasure. That being said you still need to follow social media etiquette. For example, this is not the place to blast out your message with nothing behind it. Like other social real estate on the web, it's more about building relationships and providing value.

Why Should You Use LinkedIn

to connect with current and potential clients or customers
to find a consultant or advisor that can help you to discover work opportunities
to meet people you would like to hire to build a professional network for ongoing benefits
It's not recommended to jump on LinkedIn and fire hose people there with your stuff. The learning curve involves setting up your profile, connecting with your network, collecting and giving recommendations, engaging in content there in a helpful way, and staying current with activity that you initiate.

Comments

Kristi Ward, Suzanne Davis and 23 others like this
19 comments · Jump to most recent comment



Mary Patricia Gallagher
Managing Director, Gallagher & Associates

Good advice
Like (1) · Reply privately · Flag as inappropriate · 2 months ago
Correo de P. likes this



Michaela Mobley
MARKETING & PR THAT MAKES A DIFFERENCE www.mobleymarketing.net

Thanks Rebecca, couldn't have put it better! The 2 most 'profitable' LinkedIn tools that I have used are the ability to send a message (be it promo or advice) to my connections - so much easier on LI - and to join Groups to gain a wider perspective of the industry through listening to members and keeping up to date. Of course, it is important to join the correct Groups for you as an individual on an intellectual, industry and personal level, something that takes a little research but is well worth the time.
Like (1) · Reply privately · Flag as inappropriate · 2 months ago
Correo de P. likes this

@lorirusso

#PRNews

@stantoncomm

Coming soon: long-form content.

LinkedIn Profile: Serena Ehrlich, Director, social and evolving media at Business Wire; Named Top 25 Women in Mobile to Watch for 2013. 1 Post, 3,430 followers.

Article Title: How To Measure Press Release ROI in 2014

Engagement: 4,933 views, 45 likes, 13 comments.

Text: Almost every day, clients ask our teams at Business Wire how to determine the return of investment when it comes to news distribution services. Thanks to better monitoring and tracking services, tracking the true ROI of a press release has never been easier.

Defining ROI: ROI is simply one's return on investment or the overall cost of the creation and distribution of your press release vs the impact of this outreach within the company's goals.

Diagram:

Awareness!	Aids potential discovery by true brand fans
Research Phase!	Discovery furthers the consideration process
Take Action!	Engage, write, read, share, buy
Advocate!	Share the news to their fans

Top Posts:

- Wayne Pan: How to Quit Your High Paying Job (255,954 views)
- Ilya Pozin: 7 Simple Steps to a Stress-Free Career (122,605 views)
- Michael Moritz: Planes, Trains, Automobiles and ... Drones (81,171 views)
- Ketaki Desai: How to Answer the Most Common Interview Question? (71,804 views)
- Jeff Jones: The Truth Hurts (61,772 views)

Ads You May Be Interested In:

- CW 2014: CW14 begins this Monday. And a better compliance program. Register & save 20% with code CW14LINKEDIN
- See Your Entire Business: Know The Pulse Of Your Entire

@lorirusso

#PRNews

@stantoncomm

How it all comes together:

Accenture
Home | Careers

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled... see more

Recent Updates

Accenture Digitizing your business is a dynamic and evolving process that requires much more than a roadmap and business case. Accenture Managing Director Mark McDonald shares his thoughts on the need for a strong digital strategy as well. <http://bit.ly/1VXKv0f>

A roadmap and a business case are not enough for digital transformation
bit.ly - The digital analogy is "give me a roadmap, a business case and a company to digitize."
Like (5) · Comment · Share · 11 minutes ago

Trans Cella, Márcio José dos Santos +3

Add a comment

Accenture: Accenture and The Manufacturing Institute explore how manufacturers can drive innovation in their talent development strategies to combat the manufacturing skills shortage. <http://bit.ly/1Gh7K7C>

Accenture 2014 Manufacturing Skills and Training Study
bit.ly - Read the study by Accenture and The Manufacturing Institute that reveals how skills shortages are threatening future growth of the US manufacturing industry.

Accenture Health

accenture digital | interactive mobility analytics social
Our approach to digital can grow your business in entirely new ways.
High performance. Delivered.

15,729 followers Follow



Sander van 't Noordende [in](#)fluencer
Group Chief Executive Products Operating Group at Accenture

Building Career Capital is Key to a Diverse and Successful Workplace

March 07, 2014 · 6,797 views · 395 likes · 28 comments

Tweet 23 Like 19 G+ 4 Share 748



International Women's Day 2014
Knowing and Growing Your Career Capital

High performance. Delivered.

accenture consulting | technology | outsourcing

What do the U.S. Department of State, the Queensland Transport Association in Australia, five theatres in Rome, the South African Democratic Teachers' Union, a 4K run in India, the United Nations HQ and the UK's BBC Radio 1 all have in common? They all have plans to celebrate 2014 International Women's day (IWD) on March 8.



Accenture Network
12,874 members Join

Accenture Network is now an open group
Created by Marc Chasson, Manager at Accenture

I am pleased to announce that, as the owner of this group, I have just switched us to an open discussion group. All future discussions...

Like (16) · Follow · April 27, 2011

Let the world know what you think.
Why not become a member of this open group and start your own discussions?

Popular Recent

Accenture Network is now an open group

Accenture
to announce that, as the owner of this group, I have just switched us to an open group. All future discussions will be fully visible, searchable, and shareable on the platform. (10) · Follow · April 27, 2011

with Anuradha Sharma and 16 others like this

Who
for Advisory I am a fresher who has just completed ERP SAP FI, J16 SD within the past year. My area of expertise is Accounting and... (4) · Follow · April 27, 2011

Members of this Group

Clarey Jasso
Manager, Outsourced Financial Services at BDO USA, LLP
LinkedIn Clarey See all members +

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

Getting Started

Ads You May Be Interested In

Have In All: But Don't!
Life Style Coaching for Professional Women by PhD Psychologist of 25+ years

Don't Miss!
In just 1 second, your site could increase its revenues up to 10%. Know how?

Need Social That Works?

@lorirusso
#PRNews
@stantoncomm

- ✓ **All-Star** your personal profile
- ✓ Build **Company Showcase Pages**
- ✓ **Maximize** connections
- ✓ **Share** at least one update/week
- ✓ Develop and share **content**
- ✓ Sign up for **long-form** publishing
- ✓ Follow **Official LinkedIn blog** for latest product offerings/changes

@lorirusso

#PRNews

@stantoncomm

Lori Russo | @lorirusso
Managing Director, Mid-Atlantic
Stanton Communications, Inc.
@stantoncomm
Washington | Baltimore | New York

