

IT'S ABOUT

TIME

TRAVEL INDUSTRY MENTOR EXPERIENCE





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Leveraging LinkedIn for Personal Branding

Learn how to effectively use LinkedIn to build and enhance your personal brand and unleash your potential in the Travel Industry

LinkedIn's Role in Personal Branding



- Establish an online presence
- Connect with industry professionals
- Showcase skills and accomplishments
- Demonstrate thought leadership
- Develop a powerful addition to your CV



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Managing Director New Zealand & Malaysia at Cover-More Group, part of the Zurich Insurance Group

Talks about #travel, #assistance, #newzealand, #sustainability, and #travelinsurance

Auckland, Auckland, New Zealand · [Contact info](#)

1,237 followers · 500+ connections

About

- ✔ Passionate Sustainability Advocate 🌱
- ✔ Leader and Creator of Teams 🙌
- ✔ Travel addict 🌍
- ✔ Sales Strategist 📊
- ✔ Positive and Proactive Relationship Builder 🤝

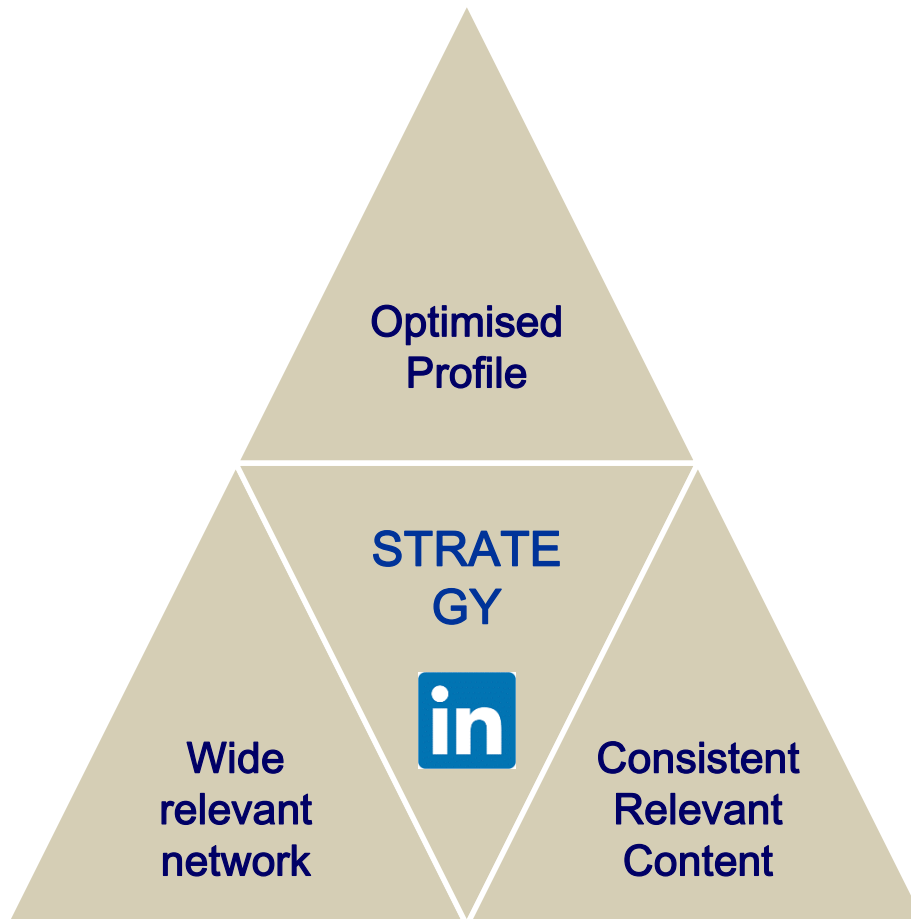
As a passionate and dedicated sustainability-focused leader, I am committed to driving positive change and fostering a brighter future for both our environment and businesses. My ethos revolves around the belief that responsible, sustainable practices are not only essential for the well-being of our planet but also crucial for achieving long-term success in business.



I thrive on being a positive and proactive relationship builder, leveraging my interpersonal skills to connect with colleagues, clients, and partners alike. My ability to forge genuine connections has enabled me to create meaningful collaborations that drive innovation and mutually beneficial outcomes.

With a solid background in sales strategy, I have honed my skills in crafting effective sales approaches that meet or exceed targets. I believe that selling isn't just about transactions; it's about establishing a genuine connection with customers and offering them solutions that make a positive impact.



The Strategy



- Make time  for LinkedIn
- *Consider adding a meeting to your calendar.*
- Review your profile security settings - *There is little point in using LinkedIn to build your brand if you are invisible.*
- Know yourself  and your worth – *What interests you / how do you want the professional world to see you? Think brand personality.*

Optimising Your LinkedIn Profile

TIP: Consider optimising for key word search too.



Current Profile Photo: Professional natural headshot (not 'fake' looking).



Quality header image (Canva has some good header templates).



Impactful headline.



Up-to-date "Feature" and "About" sections.



Full job history. Be honest, showcase your achievements (it's ok to brag if done in the right way), highlight key accomplishments in each role and showcase work samples.



Relevant skills.



Original content – from you

Building Your Network

Connect Strategically:

- Aim for **500+ quality connections** and follow relevant groups and communities
 - Company pages
 - Industry professionals
 - Thought leaders (who inspires you?)
 - Colleagues
 - Previous employers
 - Potential employers
 - Relevant media outlets
 - Charities / causes

TIP: If you follow / connect strategically, your LinkedIn feed will be more engaging and relevant to you personally. If you find yourself complaining that your feed is full of 'rubbish', you might need to rethink your networking strategy.

Engaging with Connections:



Regularly interact with posts
– always read the content first



Respond to comments and messages from others when they comment on your content



Private Message when appropriate

Consistent Content is King

Engaging and Relevant Content

- Be the expert and position yourself as a thought leader
- Share original insights
- Share ideas
- Offer valuable input and advice
- Keep it somewhat positive
- Achieve this with
 - Posts
 - Articles (blogs)
 - Video
 - Audio (podcasts)
 - Graphics
 - Comments on the content of others

CAUTION:

Social Media is your online tattoo so make sure you measure twice (check twice) before posting anything.

If hard and fast language is not safe, use softer language and speak it possibilities, e.g. it may occur, it could become an issue etc.

Consistency



Consider what is achievable



Ideally aim for one piece of original content per week and 1-2 comments on other content.



Use AI to tools speed up this process - but prompt your AI well, check your AI well and edit your AI content when needed. It should sound and feel like genuine content.

My LinkedIn

Some examples of the content that I post on a weekly basis

 **Will Ashcroft** • You
Managing Director New Zealand & Malaysia at Cover-More Group
1d • 🔒


Great initiative by **Virgin Australia** to introduce a new tool for domestic routes in Australia. #customerexperience #travelinsurance

 **Will Ashcroft** • You
Managing Director New Zealand & Malaysia at Cover-More Group
1w • 🔒

Some very interesting insights on AI chatbots for the travel industry. #travelinsurance #customerexperience

 **Brad Pinkney**
Claims Team Lead
1w • 🔒

Chatbots have become a reality. However, their current capabilities require us to rethink their current use cases.

 **Will Ashcroft** • You
Managing Director New Zealand & Malaysia at Cover-More Group
1w • 🔒

Inspiring article on **Flight Centre Travel** #travel #travelinsurance #partnerships

 **Andrew Stark** • 2nd
Global Managing Director Flight Centre
1w • 🔒

Insights into Flight Centre



Inside the comeback of Australia's aviation industry. forbes.com.au • 12 min read

 **Will Ashcroft** • You
Managing Director New Zealand & Malaysia at Cover-More Group
4d • 🔒

Proud to partner with **Air New Zealand** who rate sustainability as such a critical component of their operating strategy. #sustainability #SAF #covermore

 **Air New Zealand**
249,833 followers
5d • 🔒

Decarbonising our operations is our greatest challenge. We remain committed to creating a more sustainable airline so we can keep delivering on our purpose - connecting Kiwis with each other ...see more



Virgin Australia Wheels Out Australia. aviationpros.com • 1 min read



Overcoming Limitations of Chatbots in Insurance. Brad Pinkney on LinkedIn. Many organisations are

Conclusion

LinkedIn is a powerful tool for building your personal brand but consistency and authenticity is key.

- Metrics to Track
 - Profile views
 - Connection growth
 - Engagement (likes, comments, shares)

Use these metrics to review your content strategy and brand building strategy.

- Additional Resources
 - LinkedIn Learning Courses
 - Personal Branding Books
 - Industry-specific Blogs and Websites
 - Networking Events and Webinars



Conclusion

What to do next

- ✓ Create a LinkedIn profile.
- ✓ Build your network.
- ✓ Connect with all of us in the room.
- ✓ Post at least once a week.
- ✓ Don't forget to use relevant # tags.
- ✓ Build your profile and keep it up to date.
- ✓ Create content that showcases your interests.
- ✓ Avoid being political or discussing subjects that could damage your brand or your company's brand.
- ✓ Make sure your company is happy for you to post on LinkedIn, if they are, make sure you understand any rules or limitations.

