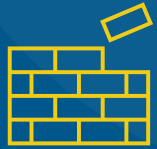




Create Your LinkedIn Profile

A Step-by-Step Guide to Building Your Professional Profile





Steps to Build Your Profile

Don't worry about perfection. Focus on completing each step.

Step 1: Create Your Account

Step 2: Add Your Basic Information

Step 3: Add Your Profile Photo + Banner

Step 4: Your Headline + About Section

Step 5: Add Your Experience

Step 6: Add Optional Sections

Step 7: Review Your Profile

Step 1: Create Your Account

- Go to www.Linkedin.com
- Click “Join Now”
- Enter your email and create a password
 - You may use your personal or work email
- Verify your email address
- Add your location
 - Select a metro city closest to you

Join LinkedIn now — it's free!

1 → First name
Employee First Name

Last name
Employee Last Name

Continue

2 → Email
employee.name@newstory.com

Password
..... Show

Remember me

By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Agree & Join

3 → LinkedIn

Add your location
This helps us recommend people, jobs and news in your area.

Location*
Baltimore, Maryland, United States

Continue

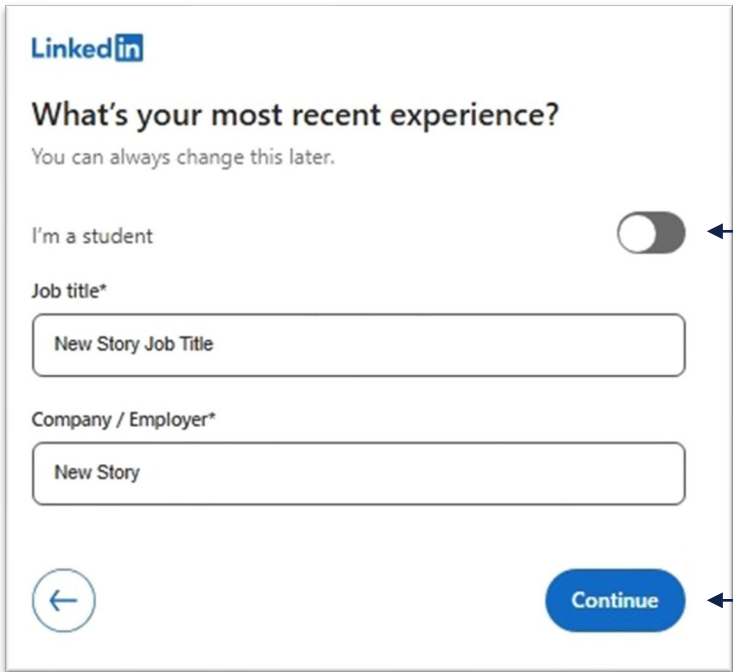
Step 2: Add Your Basic Information

Enter your current job title

- Use the official title as provided by New Story

Add your School Name

- Ensure you select your school from the drop-down menu
- Your school's logo will be shown
- This ensures your profile is properly connected and visible for the appropriate school



The screenshot shows the LinkedIn profile setup page titled "What's your most recent experience?". It includes a toggle for "I'm a student", a "Job title*" field, and a "Company / Employer*" field. A blue callout box with a warning icon states: "If prompted, make sure 'I'm a student' is toggled 'OFF'". Three yellow numbered circles with arrows point to the "Job title*" field (1), the "Company / Employer*" field (2), and the "Continue" button (3).

Step 3: Add Your Profile Photo + Banner

Navigate to your new profile in the Top Left of your page

Profile Photo

- Upload a professional photo
- Use a clear, high-quality image
- No Group photos
- Upload and “Save”

Banner Image

- From your profile page, click the “pencil” icon to “Add Cover Image”
- Choose “Upload Photo”
- Select “Upload a single Image”
 - **Download your school’s banner from Slide 11, then upload it here**
- Click “Save”

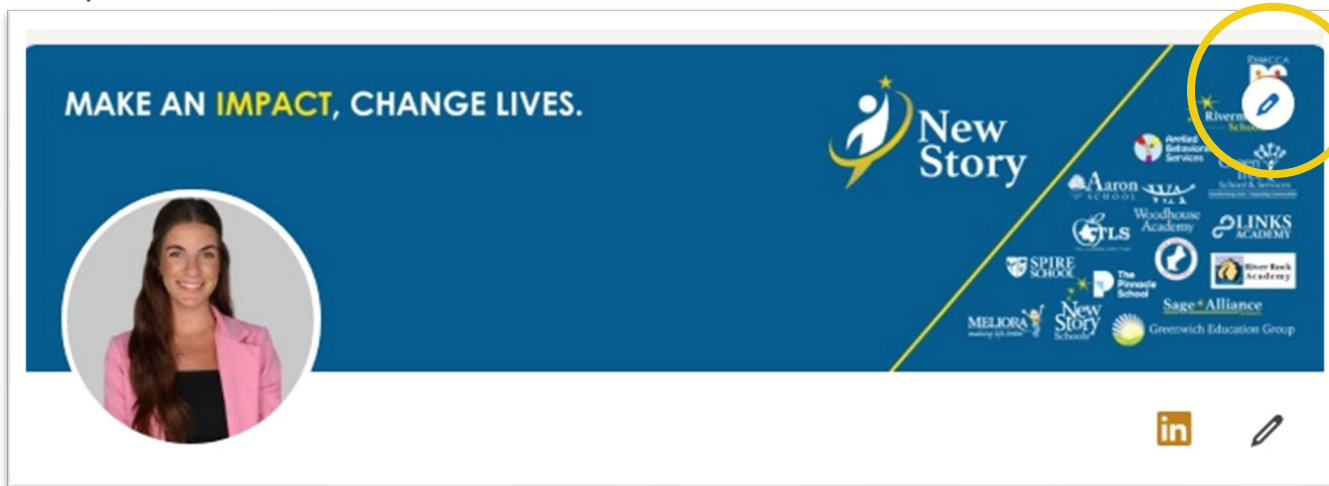


Click “pencil” icon to change the banner image

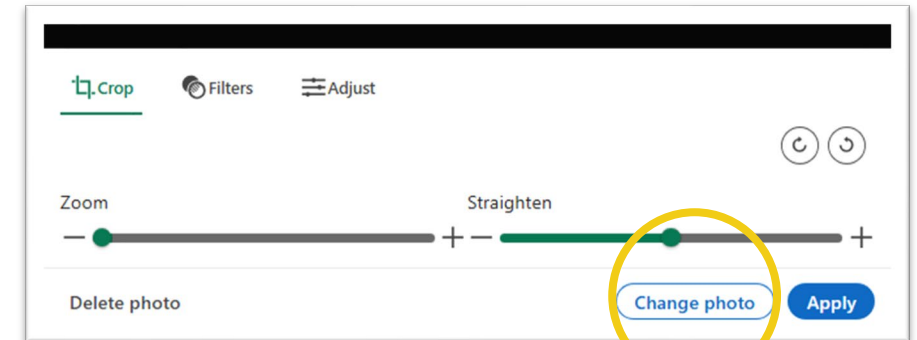
1 Click here to change profile image

How to Adjust & Find Graphics

Example Profile



1 Click the "Pencil" Icon



2

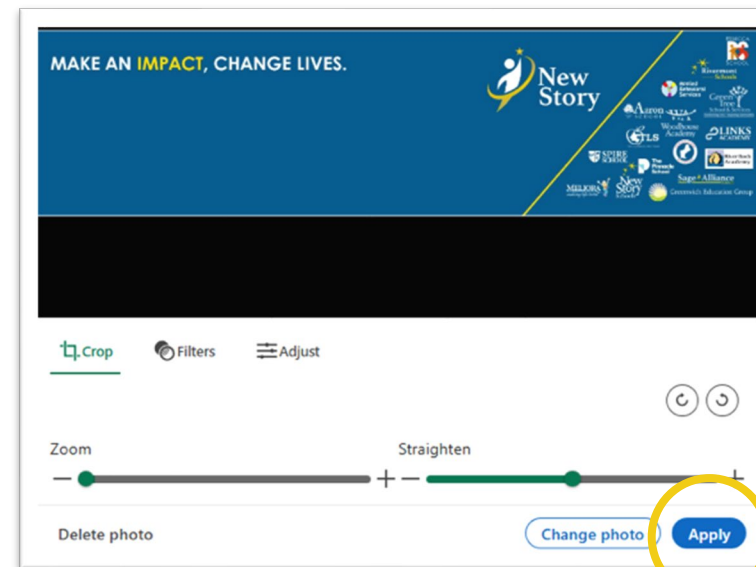
Click "Change Photo"
(This might say "Upload Photo" for new profiles)

Graphics

- School Links:

- [Aaron School](#)
- [Applied Behavioral Services](#)
- [Green Tree Schools & Services](#)
- [Links Academy](#)
- [Meliora](#)
- [New Story](#)
- [New Story Schools](#)
- [Rebecca School](#)
- [River Rock Academy](#)
- [Rivermont Schools](#)
- [Sage Alliance Schools](#)
- [The Learning Spectrum](#)
- [The Pinnacle School](#)
- [The Spire School](#)
- [Thrive Alliance Group](#)
- [Woodhouse Academy](#)

3 Select and download your school LI Image (all are labeled)



4 Click "Apply" to Save

Step 4: Your Headline + About Section

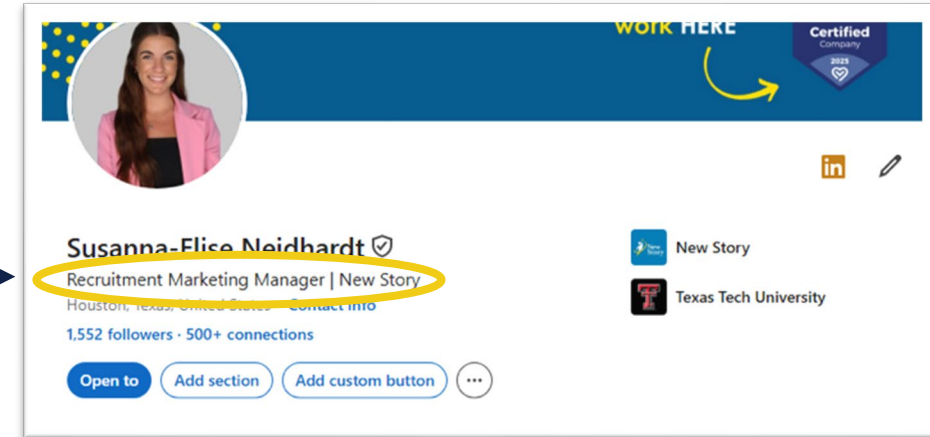
Headline

- Job Title | School Name
- Example: Recruitment Marketing Manager | New Story

“About” Section

- This is your personalized summary
- Write 2–4 sentences about your role and the impact you make
- Keep it simple and professional
- *Example: I am passionate about supporting students, families, and school communities, bringing 10 years of experience. In my role at New Story Schools, I help create positive experiences and contribute to meaningful outcomes for those we serve.*

Example Profile



Step 6: Add Optional Sections

These sections are optional and can be completed at any time

Education:

- Add if you would like to include your academic background
- Select your school from the dropdown to display the logo
- Helps you connect with fellow alumni

Skills:

- Add a few key skills related to your role
- Example:
 - Communication, Classroom Support, Team Collaboration

Step 7: Review Your Profile



Checklist:

- Profile photo uploaded
- Banner image added
- Headline is complete
- About section added
- Experience updated
- School/company selected correctly (logo visible)

Example Profile

The banner features the New Story logo on the left, a central text box that says "Ask me what it's like to work HERE" with a yellow arrow pointing to a "MOST LOVED WORKPLACE Certified Company 2024" badge on the right. Below the banner is a circular profile photo of Susanna-Elise Neidhardt. To the right of the photo are social media icons for LinkedIn and a pencil icon for editing. Below the photo, the name "Susanna-Elise Neidhardt" is displayed with a verified checkmark, followed by the title "Recruitment Marketing Manager | New Story", location "Houston, Texas, United States", and "Contact info". At the bottom, it shows "1,552 followers · 500+ connections". To the right of the name are logos for "New Story" and "Texas Tech University".

About

Experienced Bilingual (German-English) Recruitment Marketing Specialist with a strong focus on Talent and Employee Branding, and a demonstrated history in the commercial real estate, education, and recruiting industry. Skilled in developing employee storytelling and content to elevate the employee voice, strengthening employer brand visibility across channels, and leading campaigns that support talent acquisition and engagement strategies.

Experienced in partnering with programmatic vendors to sponsor and optimize job distribution, leveraging application data and performance insights to improve job visibility, hiring outcomes, and overall recruitment efficiency. Known for building strong cross-functional and external partnerships while continuously identifying opportunities to enhance recruitment strategy and impact.

BA in Public Relations and MA in Mass Communication/Media Studies from Texas Tech University

Experience

Recruitment Marketing Manager

New Story · Full-time

Jan 2025 - Present · 1 yr 4 mos

New Story operates a network of more than 75 specialized education schools serving students with autism, behavioral challenges, and other learning differences. This network includes Aaron School, Applied Behavioral Services, Green Tree Schools and Services, Links Academy, Meliora Academy, New Story Schools, Rebecca School, River Rock Academy, Rivermont Schools, Sage Alliance Schools, The Learning Spectrum, The Pinnacle School, The Spire School, Thrive Alliance Group, and Woodhouse Academy. Across all programs, the focus is on delivering high-impact, individualized education that promotes academic, social, and emotional growth.

As the Recruitment Marketing Manager at New Story, I develop and execute strategies that position our organization as the employer of choice for educators and behavioral health professionals. I lead initiatives that strengthen our employer brand and talent attraction capabilities, ensuring alignment with organizational goals and market dynamics.

I oversee multi-channel campaigns across LinkedIn, Meta, Indeed, and CRM platforms, driving brand visibility, candidate engagement, and conversions. Leveraging job seeker behavior analytics, I continuously optimize campaign performance to reduce cost per application, enhance candidate quality, and increase funnel efficiency. I apply data-driven insights to improve job advertising, creative content, and targeting strategies.

In partnership with recruiters, school leadership, and HR, I ensure marketing initiatives are aligned with hiring priorities, regional needs, and long-term talent pipeline development. My work spans the intersection of brand strategy, performance marketing, and recruitment operations, delivering measurable impact.

📌 Branding & Identity, Brand Strategy and +2 skills

Once complete, your profile is ready to use!



Content to Download

School Links:

- [Aaron School](#)
- [Applied Behavioral Services](#)
- [Green Tree Schools & Services](#)
- [Greenwich Education Group](#)
- [Links Academy](#)
- [Meliora Academy](#)
- [New Story](#)
- [New Story Schools](#)
- [Rebecca School](#)
- [River Rock Academy](#)
- [Rivermont Schools](#)
- [Sage Alliance Schools](#)
- [The Learning Spectrum](#)
- [The Pinnacle School](#)
- [The Spire School](#)
- [Thrive Alliance Group](#)
- [Woodhouse Academy](#)

Download you schools **LinkedIn Banner** and **Value Statements**



You're All Set!

Everything that follows is **optional** and can be done over time. You can return to this section whenever you are ready.



Growing Your Network

Connect easily and grow your network over time

Connect with:

- Current Team Members
- Your Heads of School
- Your Regional Leadership Team
- The Recruiting Team that worked with you
- Old Teammates
- Your Fellow Alumni
- “Follow” New Story’s other schools

Helpful Links: [Click Here](#)

Reminders: Think about whom you connect with



Content Engagement

Engaging in Content – Like, Comment, Share!

- Posts from fellow connections at your school
- Exciting news and updates from New Story
- Exciting news and updates from your School
- Exciting news and updates from New Story Network Schools
- TA Hiring Efforts
- Teammate Milestones and Anniversaries

New Story
5,088 followers
2d • Edited •

AI in education is raising big questions.

Last week, [Jeanna Pignatiello](#), our Chief Education and Outcomes Officer, led a New Story leadership roundtable focused on one central question: How do school leaders make sure AI is used responsibly and supports better outcomes for students?

A few key takeaways:

- Innovation without clear frameworks creates risk.
- Tools should support strategy, not define it.
- Efficiency alone is not enough. Student outcomes are the measure that matters.

For leaders, that means being clear about what is allowed, what is expected, and what must be protected before AI use expands.

This conversation is just getting started, and it matters deeply for students, families, and educators alike. Stay connected with New Story as we continue sharing practical conversations on leading with impact.

[Erika Orbich, MS](#) and 15 others

Like Comment Repost Send

Emily Dixon • 1st
Passionate Talent Acquisition Partner | Connecting good people to G...
1w •

Happy Monday!

Spring is in full swing, 77 degrees today 40 degrees on Wednesday. Seedlings have sprouted. Baseball season is here (so my weekends and trunk are full).

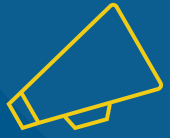
That also means schools are [#hiring](#) for the next school year. For the moment I am stepping into [#Pennsylvania](#) to help support the upcoming school year with a handful of our many school, so if you are in the area and interested in hearing more about [New Story Schools](#) and the positions we have available in PA, shoot me a message!

<https://lnkd.in/gp9C8j>

New Story Schools (PA) Jobs
jobs.ashbyhq.com

[Julia Peoples](#) and 7 others

Like Comment Repost Send



Posting on LinkedIn

Types of Posts

- Big-Picture School Events (think, what can you learn from this?)
- Attracting Talent
- Sharing Opportunities
- Team Shoutouts (*use @name, to select the person to make sure they see it!*)
- School Shoutouts (*use @school name, to select the school*)

Helpful Links: [Start Posting on LinkedIn](#)

Reminder:

- Affiliation with the company you are tied to, an extension of New Story and our fellow schools + communities
- For more information, check New Story's [\(Social Media Guide\)](#)



Thank You!

Susanna Neidhart

SusannaElise.Neidhardt@newstory.com