

LinkedIn SSI.

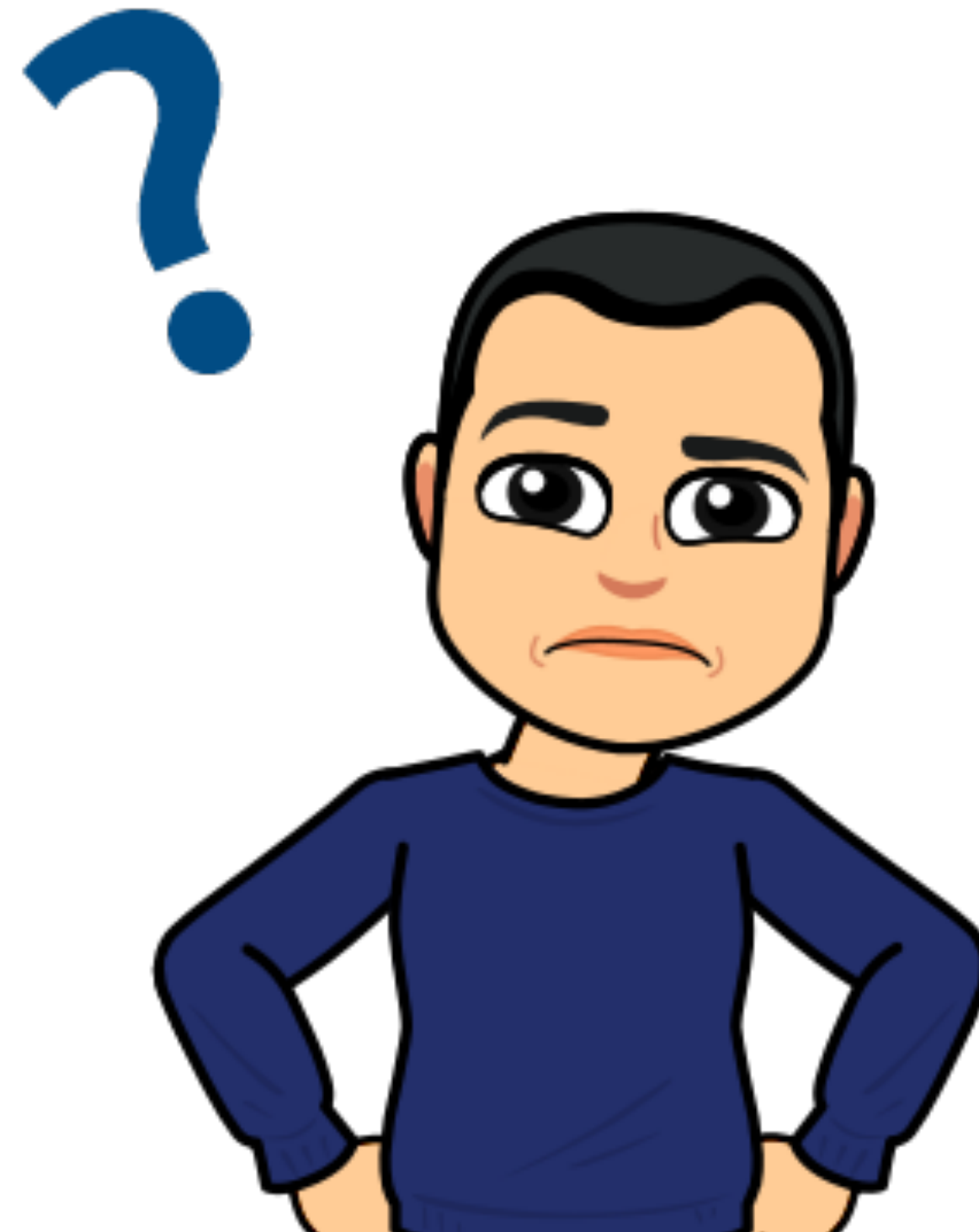
Social Selling Index.



What is SSI?



LinkedIn's measure of the strength of your profile & presence.
SSI is scored 0–100, in 4 categories each worth 25 points.



Look up your SSI.



View your score: linkedin.com/sales/ssi

Social Selling Dashboard



John Espirian

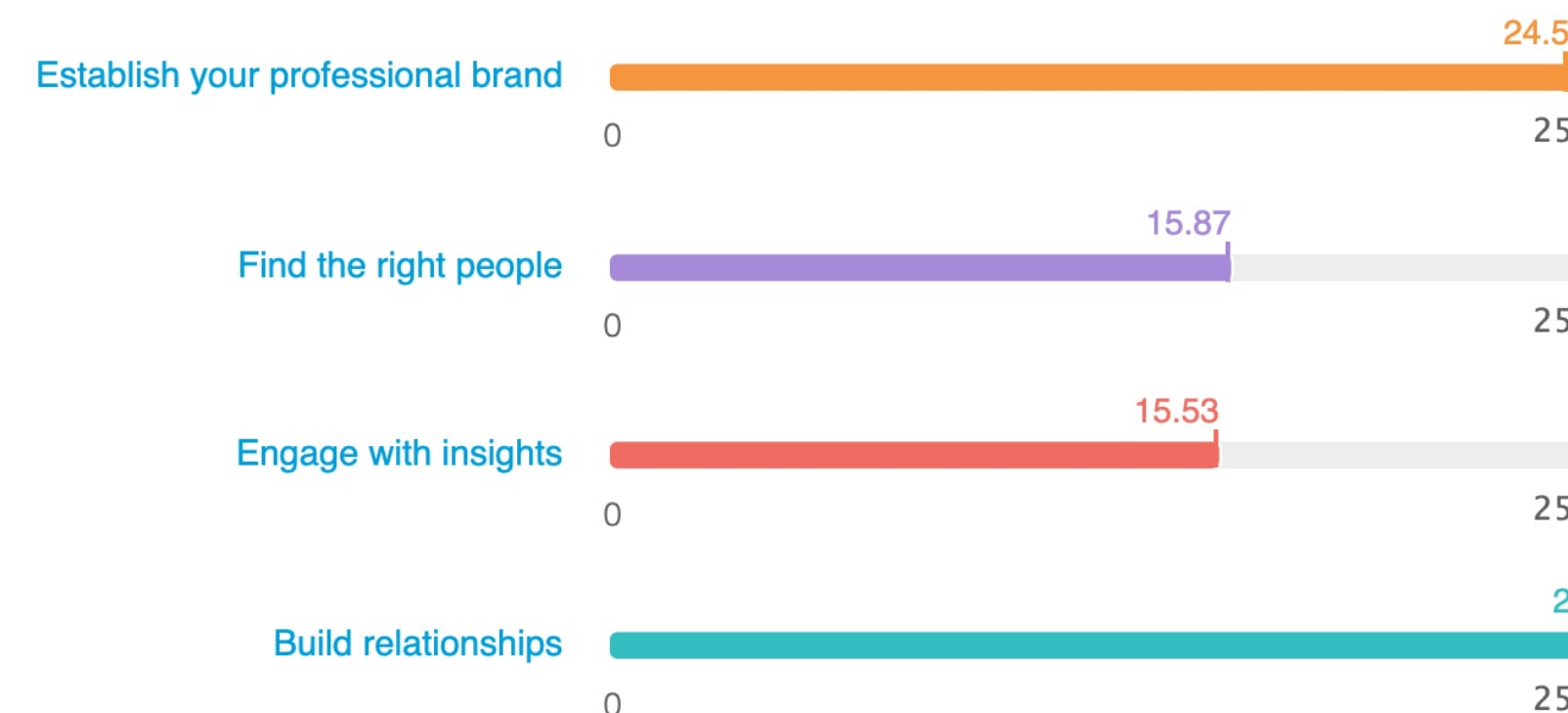
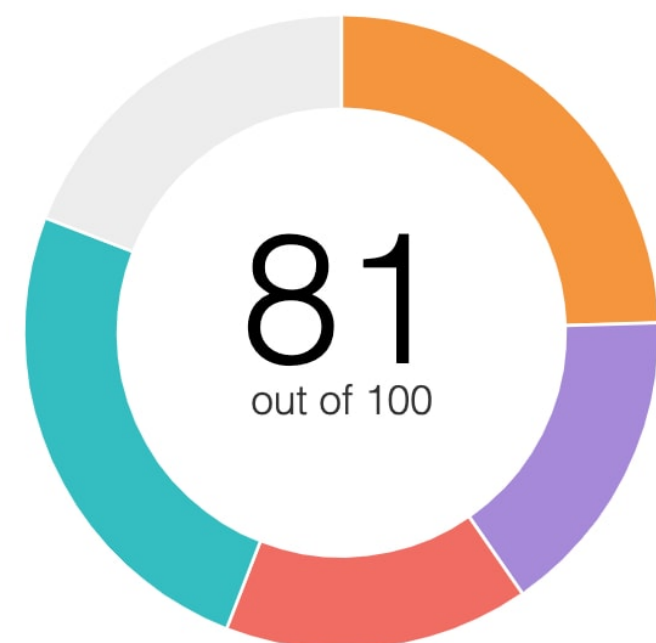
Relentlessly helpful technical copywriting for B2B websites. LinkedIn nerd. Author of Content DNA. Not a douche canoe.

Top **1** %
Industry SSI Rank

Top **4** %
Network SSI Rank

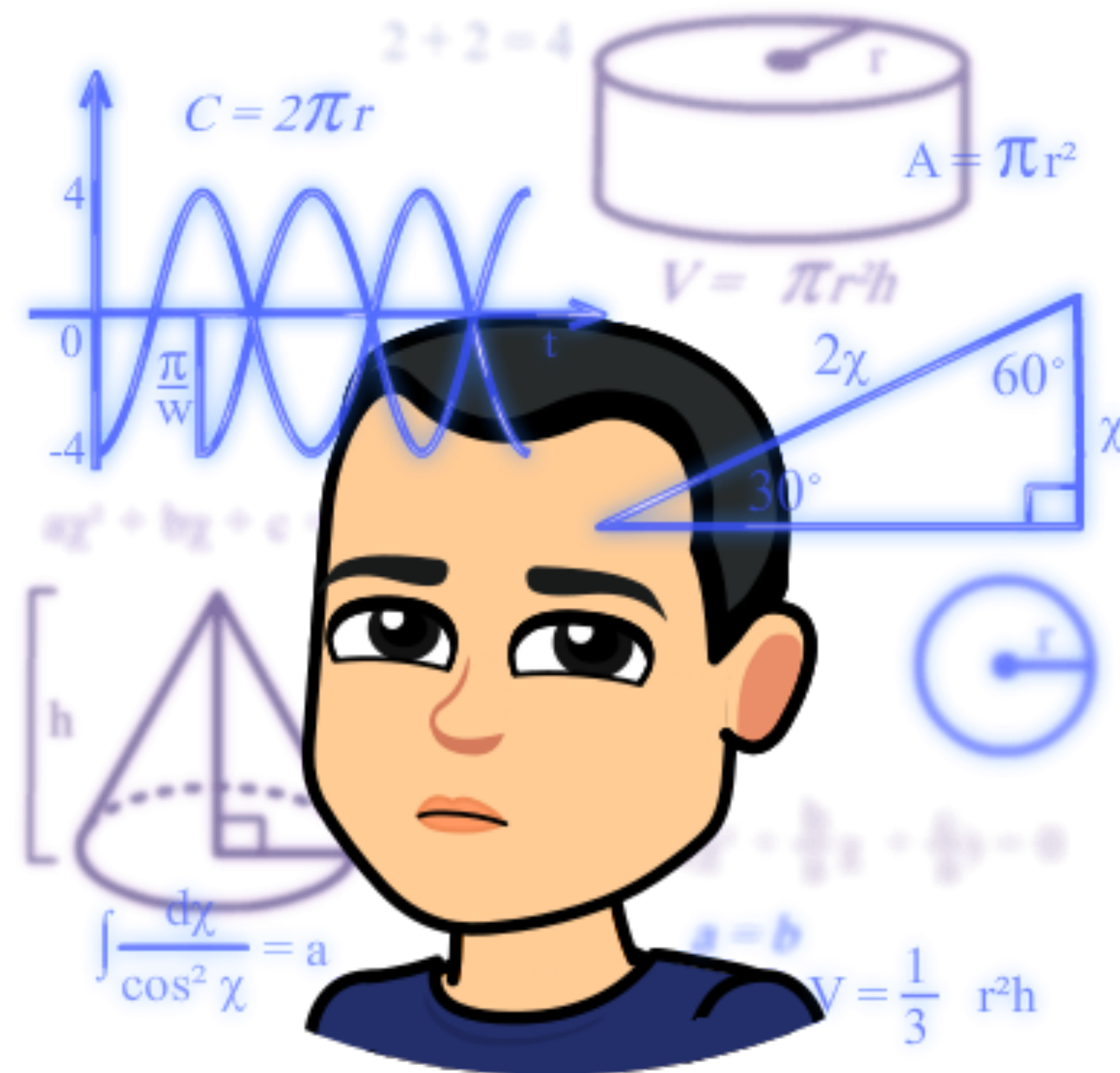
Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Unofficial scoring guide.

What do the scores mean? Some unofficial definitions ...



SSI score: 0–39.



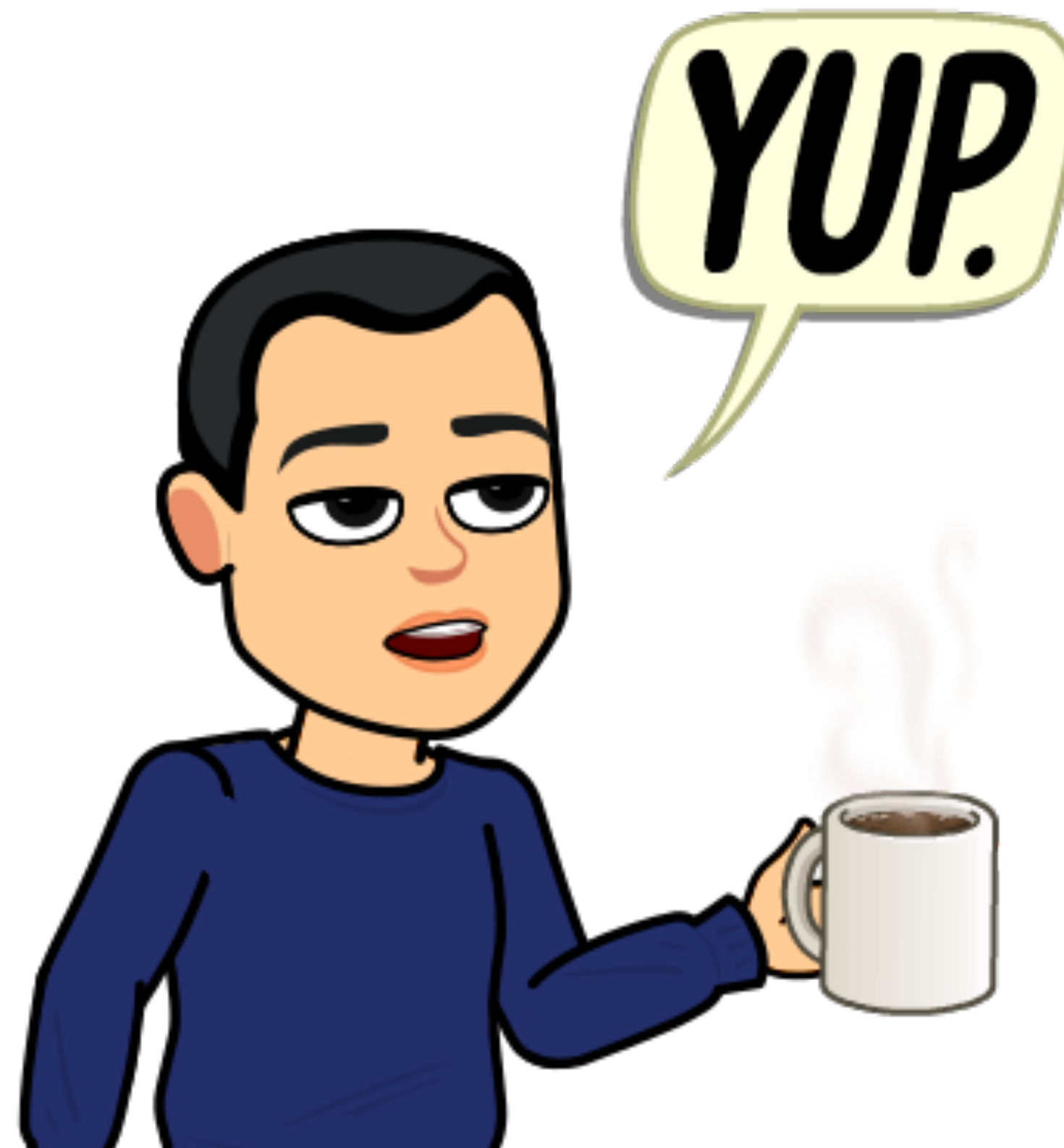
You probably don't use LinkedIn much or at all.



SSI score: 40–49.



You've completed your profile and know the basics.



SSI score: 50–59.



You're probably a commenter and post your own content.



SSI score: 60–69.



You're doing well on all counts. You're good at LinkedIn.



SSI score: 70–79.



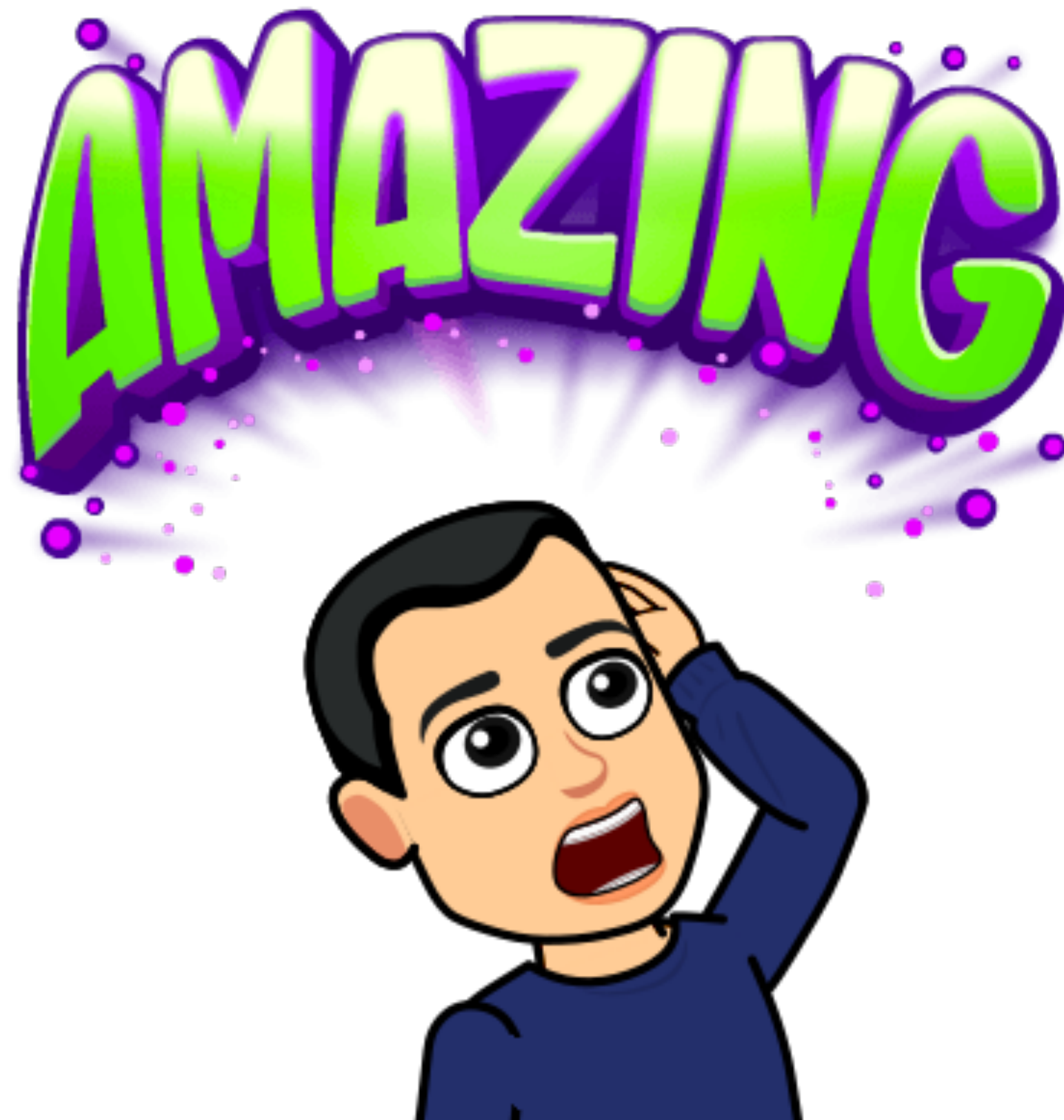
You're way above average. People should follow your example.



SSI score: 80–89.



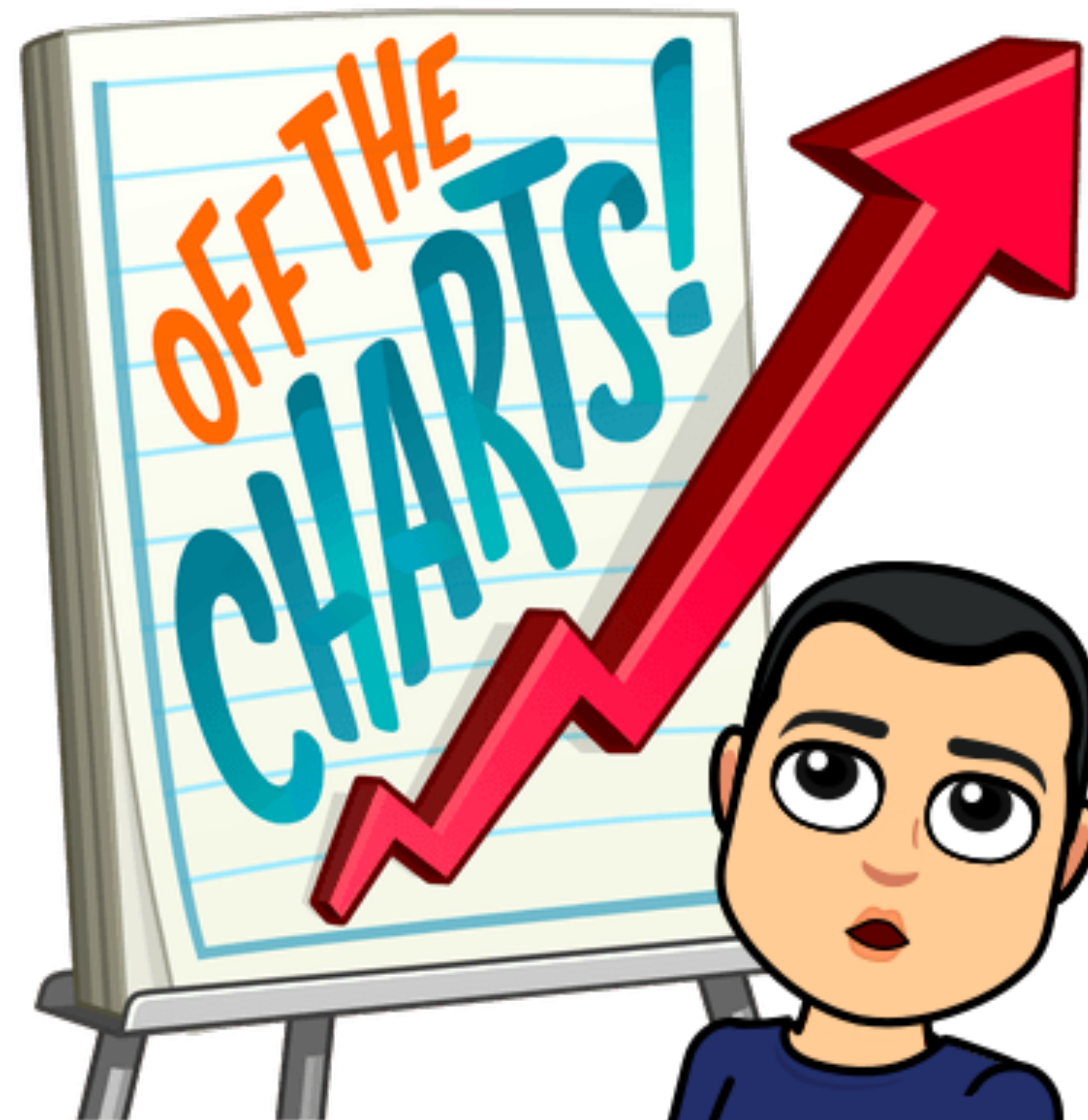
LinkedIn thinks you rock. You probably have lots of followers.



SSI score: 90–99.



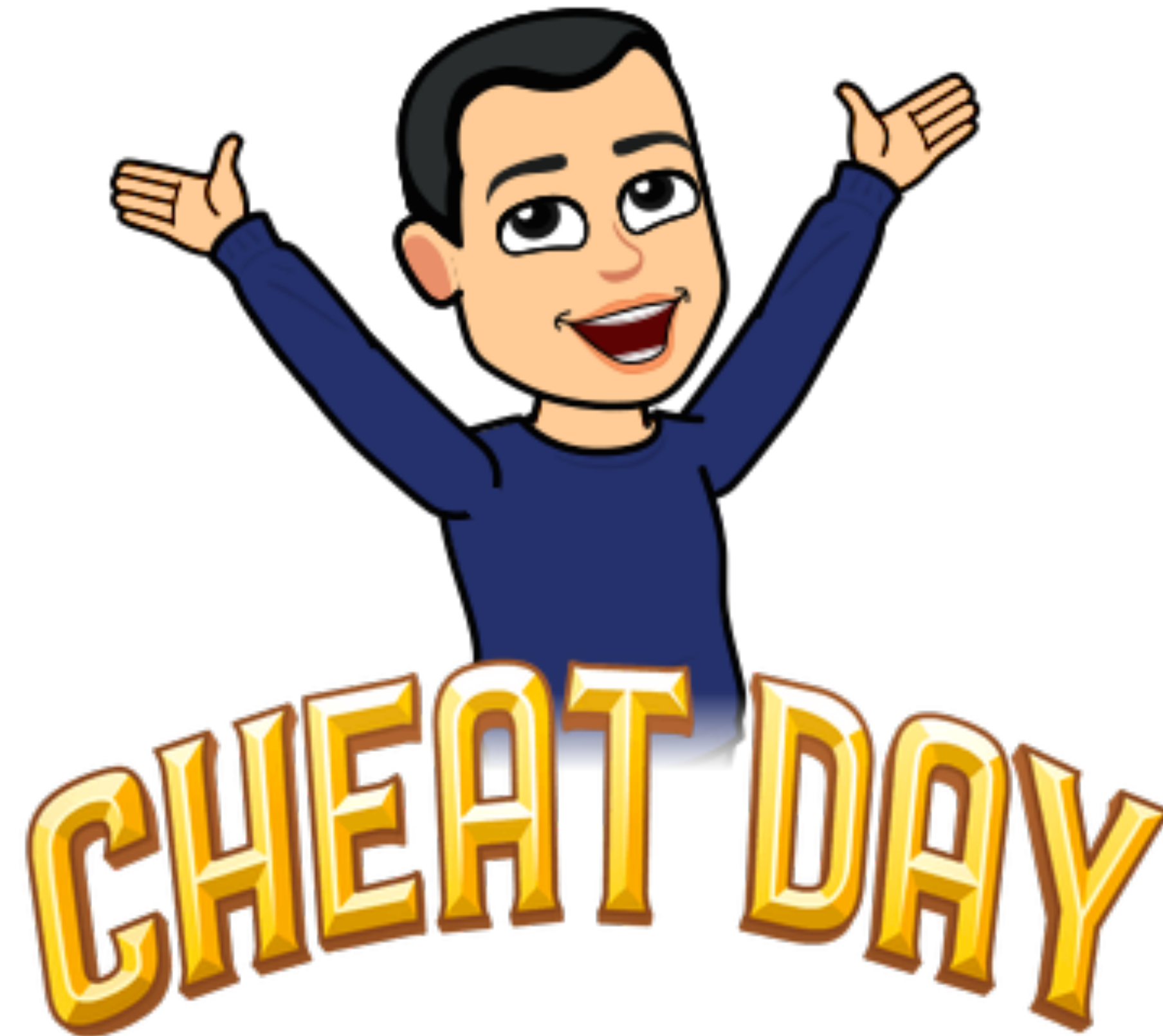
You're a LinkedIn superstar or have unholy powers.



SSI score: 100.



You know how to use Photoshop. You have issues.

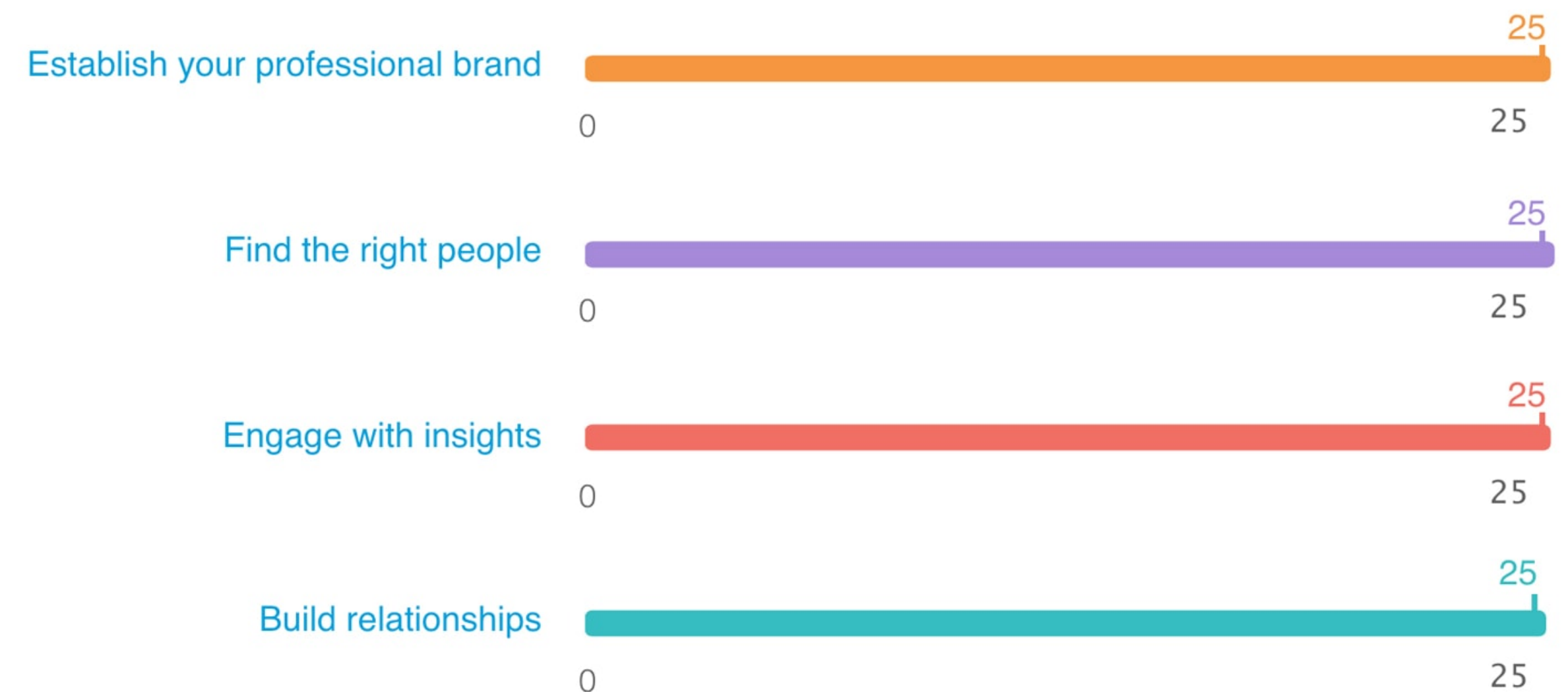
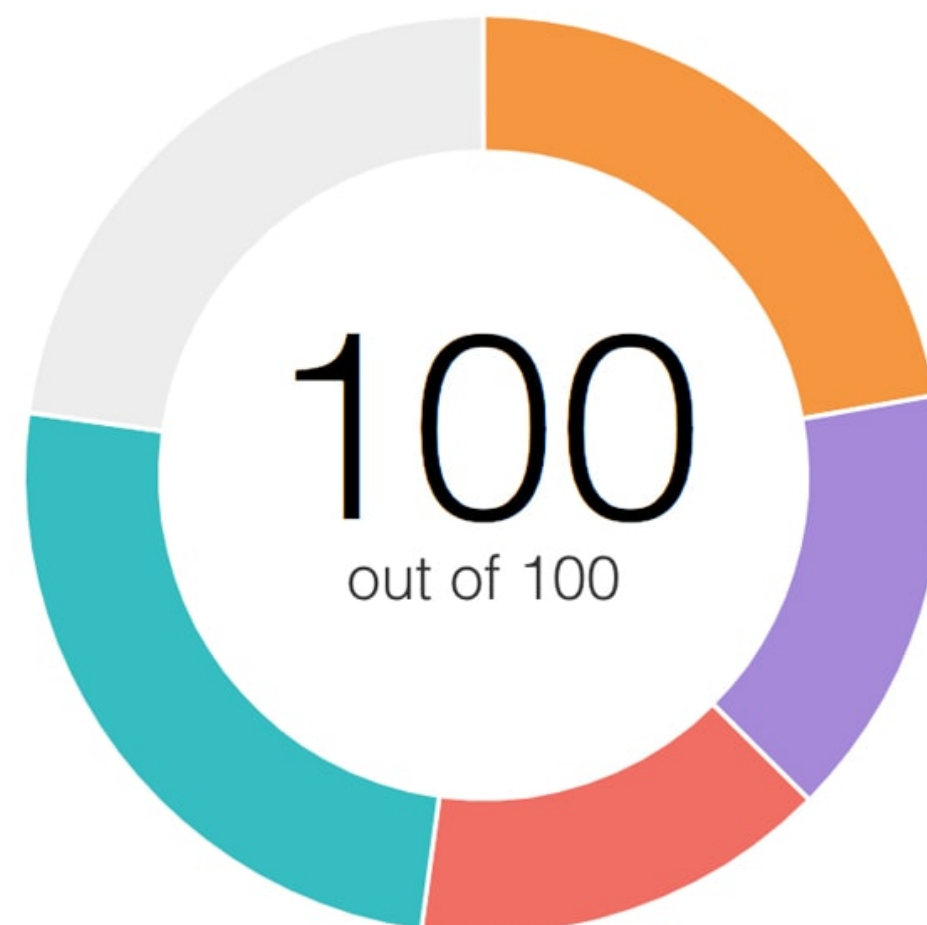


SSI score: 100.



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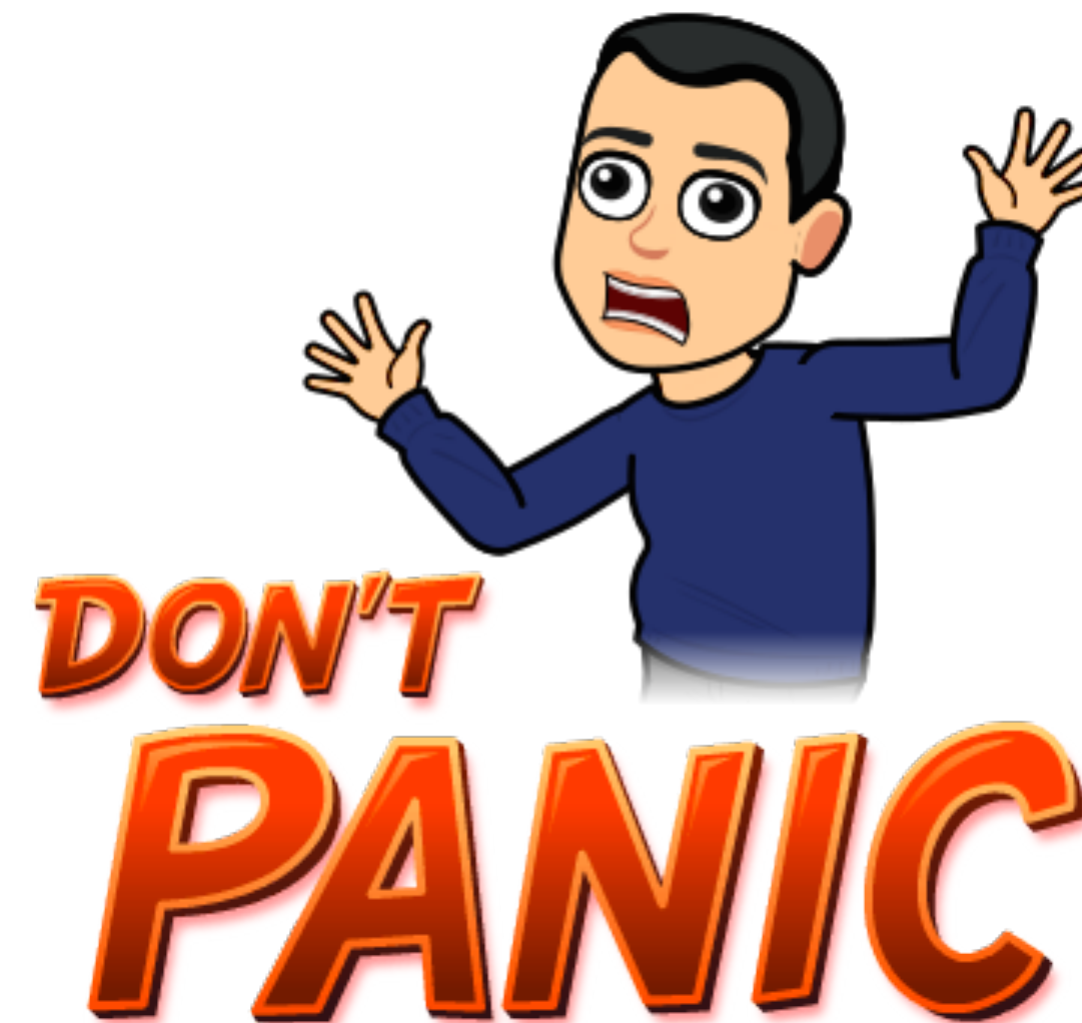


SSI issues.



Your SSI is not a guarantee of getting leads or business.
And it isn't a reflection of your personal worth.

Your score can change if you upgrade to LinkedIn Premium.
Is that really objective?



Instead of worrying ...



- ✓ Update your profile to make your value clear.
- ✓ Comment on other people's posts.
- ✓ Focus on creating helpful posts of your own.



Need help?

espirian.co.uk

