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**Bong to Boardroom:**

**Pot is Going Professional on LinkedIn, and Here is What You Need to Know About It**

**Orlando, FL, May 9, 2021**- The global cannabis industry is expected to top $25 Billion in total revenue within the next two years, and the majority of social media sites refuse to allow cannabis companies of any sort to utilize them properly. Yes, you read that right; cannabis is quickly [eclipsing more “mainstream” industries](https://financesonline.com/cannabis-industry-statistics/) despite a severe lack of ability to utilize the top advertising platforms in the world. Leader of the pack [Facebook](https://www.facebook.com/communitystandards/) includes cannabis under their controlled substances list, which falls under their broad category of “objectionable content.” Instagram follows the same guidelines since they are a Facebook product, with [Twitter](https://help.twitter.com/en/rules-and-policies/twitter-rules#:~:text=The%20Twitter%20Rules%201%20Safety.%20Violence%3A%20You%20may,...%205%20Third-party%20advertising%20in%20video%20content.%20) being the third leg of the social media “big 3” and falling in line with their peers. This lack of digital real estate available to cannabis professionals has lead to a new phenomenon: LinkedIn as the home for the who’s who of the cannabis world. LinkedIn is also quickly becoming a phoenix of sorts as it’s algorithm, professional culture standards, and editorial guidelines have seen it go from an online resume site to the fastest growing social media site and the latest to get classified as a “[hyper growth platform](https://www.sendible.com/insights/creating-better-content-on-linkedin).” It is estimated that less than 5% of users produce content on LinkedIn, whereas competitors like Facebook and Instagram can see as high as 85-90% of users posting content.

With these factors combined it has led to a perfect storm for a prospective or current cannabis professional to get a major career boost by focusing on LinkedIn. That’s why Good Highdeas, Four PM, and Good Feels are partnering to bring the world a first of its kind webinar. This webinar will be completely free and take place on May 20th at 4 PM EST/1PM PST. Topics will include writing a good LinkedIn headline and “about me” section, as well as some tips and tricks regarding how to get the attention of the cannabis community. The expert panel of top influencers from the cannabis industry on LinkedIn will also delve into how to write a good post, how to use the algorithm to your benefit and more!

This webinar will feature Brett Puffenbarger, CEO of Good Highdeas who boasts one of the largest followings in cannabis on LinkedIn and has given talks and lectures on how others could follow his lead. It will also have Matthew O’Brien and Matthew Herrold, who have gotten the most engagement on a single post in the cannabis industry and who boasts the highest number of views in the cannabis industry on the platform respectively. These experts truly want to spread this knowledge and help others succeed. Webinar guests can expect to have a better handle on how to present themselves on LinkedIn, as well as a new arsenal of tools that will help them take advantage of this platform by becoming regular creators of content.

Registration for the webinar can be found here and is open to the public but should registrations top 1000 will be capped to those with an active LinkedIn profile and a verified employment source (preference given to cannabis or cannabis adjacent professionals). This webinar is only a few weeks away, and seats are already filling up fast, so register now before it’s too late. For more information you can send a LinkedIn DM to [Brett Puffenbarger](http://linkedin.com/in/brettpuffenbarger), or shoot him an email at Brett@GoodHighdeas.Net.

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[Good Highdeas](http://goodhighdeas.net/) is a bespoke consulting and advisory company focused on experienced ganjapreneurs and the canna-curious alike. Their [Project Mongoose](http://grassattractssnakes.com/) offering is cleaning up the cannabis industry one story at a time. You can find them on Instagram, LinkedIn and Facebook by searching for @TheGoodHighdeas.

[Good Feels](http://getgoodfeels.com/) is a leading cannabis beverage brand that is revolutionizing the way people intake their marijuana products. You can find them on Instagram, Facebook, and LinkedIn by searching for @GetGoodFeels.

[Four PM](file:///Users/cannaconsort/Desktop/Personal/fourpm.co) is cannabis industry news and insights from budtenders, for budtenders. Follow their founder and editor in his journey [here](https://www.linkedin.com/in/matthew-o-brien-80296b176/) or check out their latest updates [here](https://www.linkedin.com/company/fourpmnewletter/).