



LinkedIn

Top Tips

Get the best from your
LinkedIn profile

LinkedIn – the world’s largest professional network

Tip One - Upload a professional profile picture

Seems simple right? However, this is where most people fail. Remember, this is a professional network, so don't crop yourself out of photos or use one of yourself in a social situation – you can use your Facebook account for this.

LinkedIn profile image dimensions 400px X 400px

Tip Two - Create a descriptive professional headline

Don't be boring and include just your job title. Tell people a little about yourself, especially if you're involved in various initiatives outside of your role. LinkedIn will give you the opportunity to view examples of other users headlines within your industry for inspiration – make sure to utilise this tool.

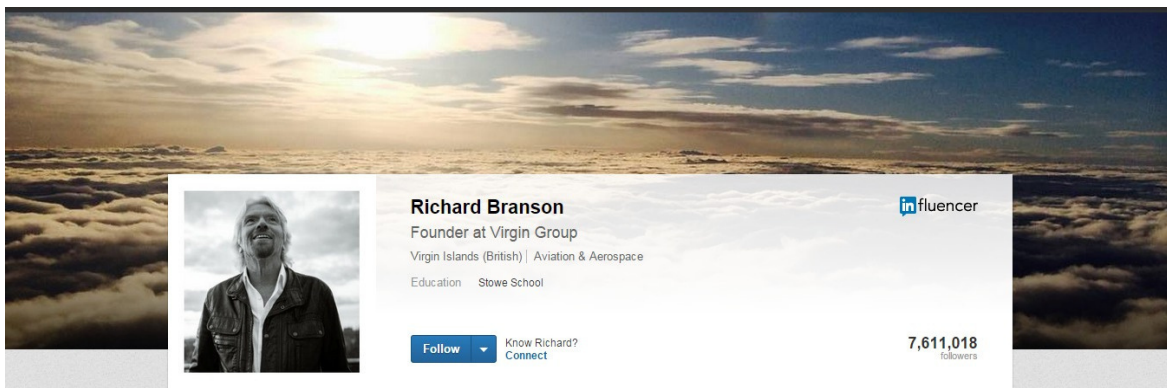
TOP TIP: If you are based regionally/remotely, then make sure to include this in your job title, e.g. '[Company] Palmerston North.' Again this helps you to be found in search results and shows you as the go to expert in that location.

Tip Three - Get creative with your cover photo

This area of your profile is a valuable piece of free marketing space. Make sure you capitalise on it by showcasing your personality or selling what you do.

LinkedIn Background or Cover image dimensions 1584px X 396px

Here's an example of a fabulous cover photo – why do you think this works?



Tip Four – Keywords are the essence of a good summary section

The summary section is your chance to shine. You need to shamelessly self-promote your business acumen and skill set. You can ramp this up or tone it down depending on what you wish to achieve from LinkedIn. In this instance, we are trying to create a strong personal brand for you through great story-telling.

This section is perfect for using many keywords that help with search – use plenty.

Keywords

List below 5 – 6 keywords you can include in your profile below.

→ _____

→ _____

→ _____

→ _____

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TOP TIP: Make your summary a stunner by doing the following

- Always write in the first person
- Identify who your ideal clients are and write as if you're talking directly with them
- Share how you can help them. Remember someone reading your profile is asking 'What's in it for me?'
- Call to action – visit our website, Facebook page, Twitter account or call....
- Add video and multi-media to your profile e.g. company video
- Personalise everything and don't sell – this is a brand building platform – the sales come through building your brand online

Your personal brand will help drive clients to the above contact mediums through regular activity on LinkedIn, such as posts to your newsfeed. You should participate in discussions that are important to your industry so that people recognise you as an expert in your field.

Tip Five – Your Experience section builds depth to your brand

Go back as far as you can in your professional career and ensure each role has a brief overview which includes LOTS of beautiful keywords which describe your responsibilities. Don't worry about work during your University or Secondary School years unless this adds value to what you do now.

Work for a company who has a presence on LinkedIn?
Make sure you link your role to their company page for added exposure.

TOP TIP: Add media where possible, especially links to websites or corporate videos. The more dynamic your profile and links to your company, the better for your personal brand and the company's.

Tip Six - Skills & Endorsements is the most valuable section on LinkedIn

This is it! The section which as a business owner/solopreneur is going to be the most influential as to whether or not people employ you for your services/offering.

You get to list up to 80 skills, so don't be shy! If it's a current skill or you've had a bunch of experience related to this skill in the past, list it!

Your connections can endorse your skills, which helps to show future connections/prospects what your key strengths are. Don't be afraid to ask people to write you an endorsement for your profile. This is just like a business testimonial, and it really speaks volumes when people you deal with in business endorse you.

TOP TIP: The key to maximising this tool is to endorse your peers. They get a notification when you endorse them, and then LinkedIn prompts them to endorse you for particular skills. LinkedIn serves up the skills it thinks your connections will endorse you for or they can visit your profile specifically – especially if they want to find out more about you.

Tip Seven – Connect, Connect, Connect

You're now set-up and ready to start maximising LinkedIn's connection power, so GET CONNECTING & NETWORKING.

As your network base grows you will find more people to connect with and to speed up the process you can upload your email contacts list from your email provider.

Start following companies, industry specific hashtags and join discussion groups of interest. You can only make the most out of your profile if you 'link in' or connect with other users!