CREATE A LINKEDIN PROFILE THAT STANDS OUT
TAKE CONTROL OF YOUR ONLINE REPUTATION

- Use your voice!
  - Write as though you’re having a conversation with someone.
  - Best profiles are written in first person.
- Showcase a “well-rounded” you.
  - Volunteer Experience
  - Hobbies
  - Professional and personal interests
BASIC TEN

- A Professional Profile Photo (Headshot)
- A Concise, Impactful Profile Headline
- A Well Written / Developed Summary
- A Well Constructed Section of Professional Experience
- A Well Curated List of Skills & Endorsements
- Recommendations from Customers, Peers & Colleagues
- Involvement in Select LinkedIn Groups
- Education Background
- Highlighted Projects
- Publications / Written Works
THE “IMAGE” IS IMPORTANT

Use a professional headshot
- Profiles with a photo get up to 21 times more views and up to 36 times more messages

Make use of the cover photo space as well
- Use this image to highlight part of your narrative
  - Volunteer experience
  - Awards
  - Hobbies
THE VISUAL DISPLAY

Avoid Large Blocks of Text
- Use Bullets, Symbols to draw emphasis
- Spacing
- Trim your content to the most relevant information
- Avoid repetition

Order Sections to Emphasize Experience
- You can move your profile sections around
- Highlight the most relevant
  - Volunteer Experience
  - Skills & Endorsements

Relevant for:
- A Well Written/Developed Summary
- A Well Constructed List of Professional Experience
STAND OUT: MASTER THE KEYWORDS

- Mine “dream jobs” descriptions for keywords relevant to your current position or desired field
  - Sprinkle those words through your **headline, summary, and experience**
  - The words you may see repeatedly are the ones that recruiters are looking for
  - Proper use of these keywords will help you get past “screening programs”
  - Remember licenses, industry specific hardware or software
STAND OUT: HIGHLIGHTING PROJECTS

- Demonstrate your experience
- Include multimedia examples
  - Image
  - Video
  - Presentations
- Limited file formats are supported
- Size limitations
Request, and give, at least one strategic recommendation per month

- Snapshot success by requesting specific, detailed recommendations that highlight your strengths
- Strategic: Highlight cost saving abilities, leadership, or management style

Update the relevant skills that you would like to receive endorsements on

- As you transition to new careers or responsibilities, eliminate outdated skills
BEYOND THE TEN: BE ACTIVE

- Join relevant professional groups
  - Regional, / Local
  - By Affiliation
    - College/University
    - Company
- Ask questions
- Provide your expertise

- Thoughtfully and strategically build a network
- Engage with your connections
  - Like their posts
  - Make thoughtful comments
  - Share content that might be helpful to your connections
    - Tag them
YOUR ACTIVITY IS VISIBLE

- This is a social network
- Keep in mind that many posts are visible to your connections
  - Posts you’ve shared
  - Changes you’ve made to your profile
- Explore privacy settings to make changes

Visibility of Your Updates, Posts, and Activity

Your Activity shows all recent posts you’ve shared on your LinkedIn feed and changes you’ve made to your profile. These posts may be visible to other members depending on your settings.

- Visibility of LinkedIn feed posts
  - When you share a post on your LinkedIn feed, you can choose whether to share your post publicly or to your connections only. If you share a post publicly, or if you like or comment on a public post, this will be visible on your Activity to all LinkedIn members. If you share a post to your connections only, or if you like or comment on a post visible to your connections only, this will only be visible to your connections when they view your Activity on your profile. Learn how to change the visibility of the posts you share.

- Visibility of profile updates
  - When you make an update to your profile or hit a professional milestone such as a work anniversary, these updates are visible to your connections on your Recent Activity. In addition to showing on your Recent Activity on your profile, these updates may also be broadcast to your connections through the LinkedIn feed and other channels.

- Changes to your LinkedIn account that may trigger updates
  - Adding or editing a new, current job position. This may generate a “Say congrats” notification to your network.
  - Current work experience anniversaries.
  - Birthday anniversaries.

LinkedIn no longer displays work anniversaries and birthdays of your connections in your LinkedIn feed. Instead, you’ll receive these updates on the Notifications page.

Note: Turning off the option to share profile edits eliminates notifications about changes to a member’s profile to their network. It does not hide the Activity section from your profile.

Your LinkedIn activity determines the kind of content you view in your feed. Learn more about the visibility and impact of your social activity on your LinkedIn feed.
Establishing yourself as a professional, an expert, or a thought leader through video

- Showcase what you’re working on
- Go behind the scenes
- Conduct interviews
- Share your authentic self

Video length: 30 seconds to 3 minutes
PRO TIP: GET A CUSTOM URL

- A chance to brand yourself across the web;
  - Ideally, linkedin.com/yourname
  - Twitter handle
  - Instagram handle
  - Not your business name

- Your LinkedIn Profile can serve a central destination on the web for your professional endeavors
- Include this URL on your resume
PRO TIP: HIDE YOUR COMPETITION

- Hide the **“People Also Viewed”** box on the side of your profile
  - Encourages people to stay on your page
- Make the change in your privacy and settings
  - Click the Me icon at top of your LinkedIn homepage.
  - Click Settings & Privacy.
  - Select the Privacy tab.
  - Under the Profile privacy section, click Change next to Viewers of this profile also viewed.
  - Toggle to the left or right to select No or Yes respectively.
  - Changes will be saved automatically.

