

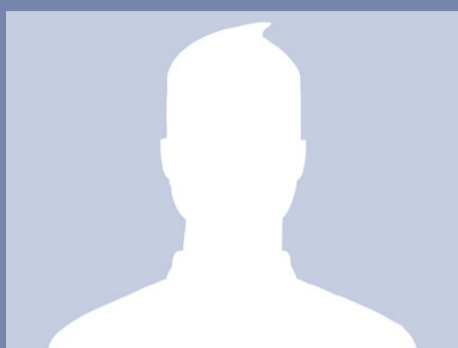
LINKEDIN

Profile Guide to improve your professional presence online

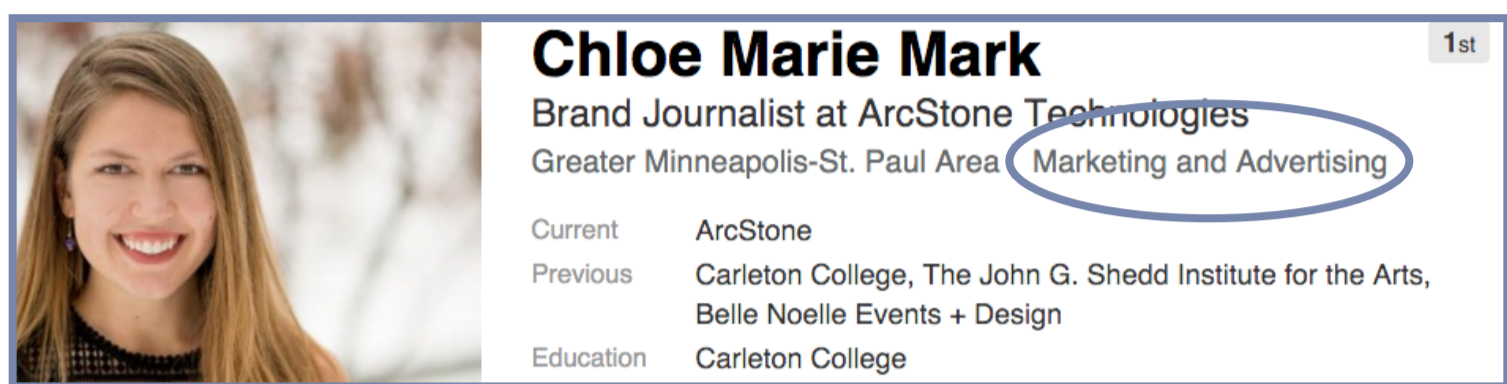


5 quick updates to make now

1 Represent Yourself Well: Show who you are & why everyone should definitely know you



- include a recent and professional headshot & even a header that points viewers to your company
- ensure your title is accurate and includes keywords from your industry so you're easily found in searches
- upload your best professional publications (blogs, articles)
- include any new skills under your "skills" section so people can endorse you
- showcase each new certification & award - this is a place to show off a bit



2 connect.connect.connect: Build relationships with influential resources

- join groups and other organizations - this both tells people what you're interested and helps you stay knowledgeable on industry news
- you can also run groups for your company and display them on your profile
- connect with each professional you spoke with that week. Even if the timing isn't right, it may benefit you to stay connected later on
- Follow influencers: They're leaders in your industry, often connected with more of the right people and publishing useful updates

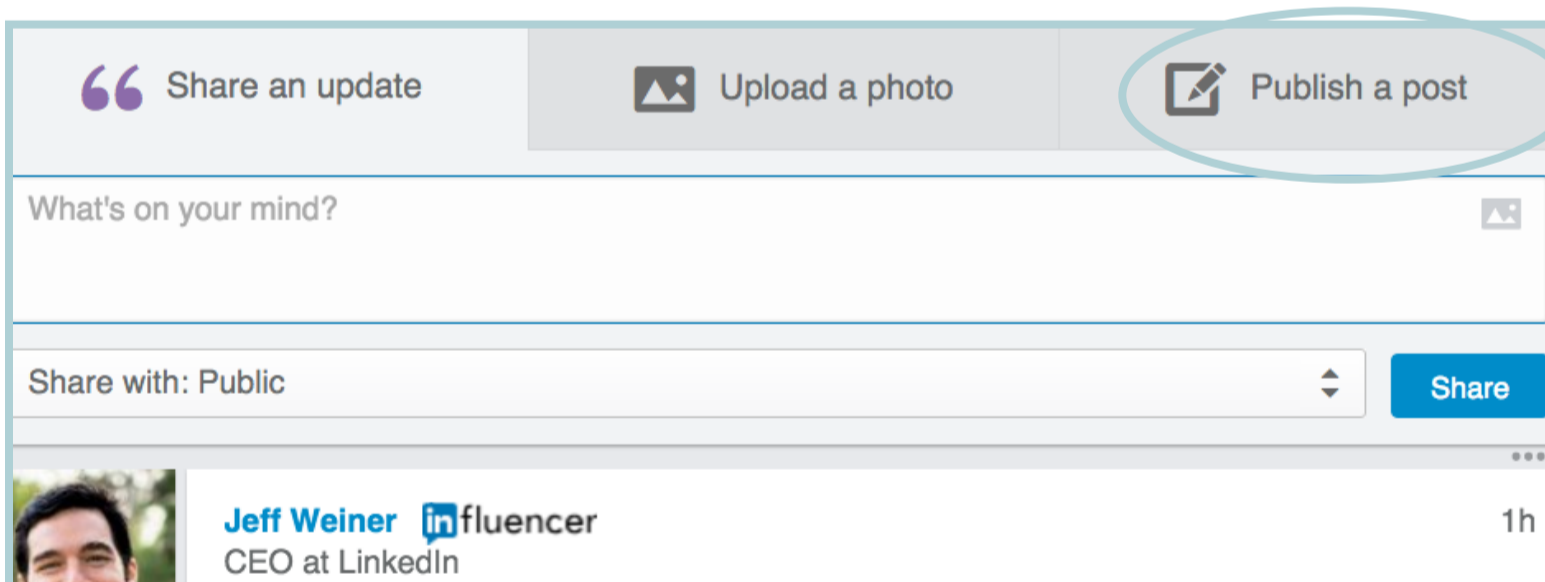


Like • Comment • Share • 55 8

3 Be engaged. Be a thought-leader.



- Your account's homepage features updates from your connections.
- The more engagement you show, the more you'll likely receive it back. Like or comment on updates for starters.
- According to Econsultancy, "LinkedIn is now responsible for a staggering 64% of all visits from social media channels to corporate websites" so you can trust your effort is worthy.
- Publish directly on LinkedIn. If you use your groups' conversations & questions as inspiration, you have a lot to write about. LinkedIn reported that, "60% of members are interested in industry insights."



4 Show what matters to you - You're not a robot!

- SocialMediaExaminer pointed out that one in five hiring managers have chosen a new hire based off of their volunteer experience - people clearly pay attention to your community involvement

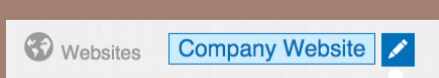


- Showing your interests emphasizes you're a real person, not some robot trying to promote a company. You have passions and perhaps you share them with potential connections

Causes you care about:
Topics and causes that matter to you.



5 It's LinkedIn so Link up!



- You don't have to simply leave links to your site or blog as "www._.com" - you can make your links stand out with better descriptions that incentivize visitors to click through to your site
- Each profile can hold up to 3 links. Edit each by clicking the pencil icon on the top right corner of each and selecting "other"

- Sources -

- [SumoMe](#)
- [SocialMediaExaminer.com](#)
- [Jeff Bullas](#)
- [Our Blog](#)