

LINKEDIN

Profile Guide to improve your professional presence online



5 quick updates to make now

1



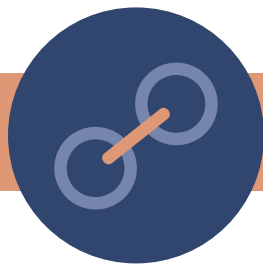
SHOW OFF YOUR PROFESSIONALISM.

Include a professional headshot & header/banner that points viewers to your company. Ensure your title includes keywords from your industry so you're easily found in searches

Include any new skills under your "skills" section so people can endorse you, showcase your awards & honors, and upload your best professional publications (blogs, articles).



2



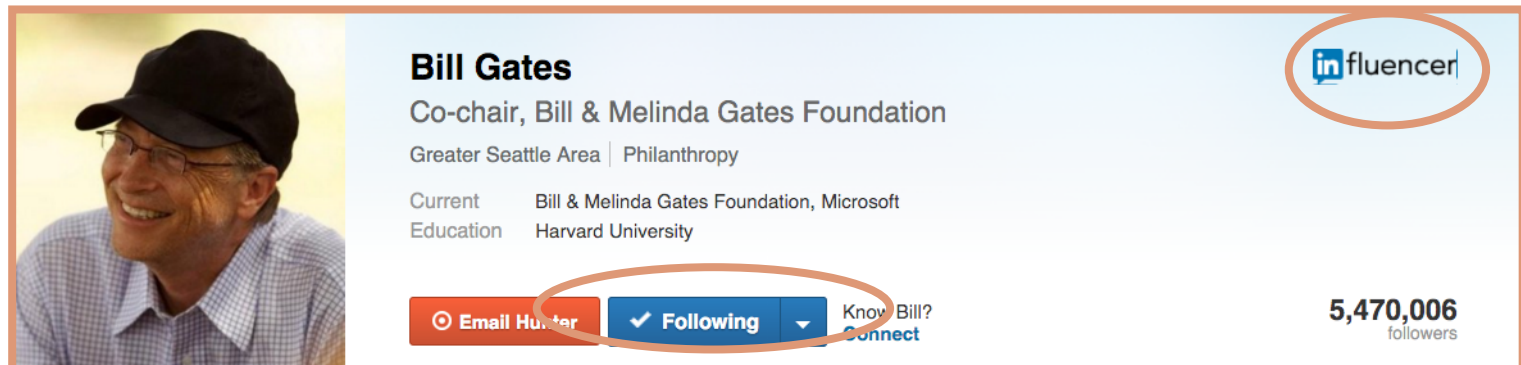
JOIN.CONNECT.REPEAT.

Join groups: showing your interests & helping you stay knowledgeable on industry news.

Run groups for your company and display them on your profile.

Connect with each professional you spoke with that week.

Follow influencers: They're leaders, often very connected & publishing useful updates



3

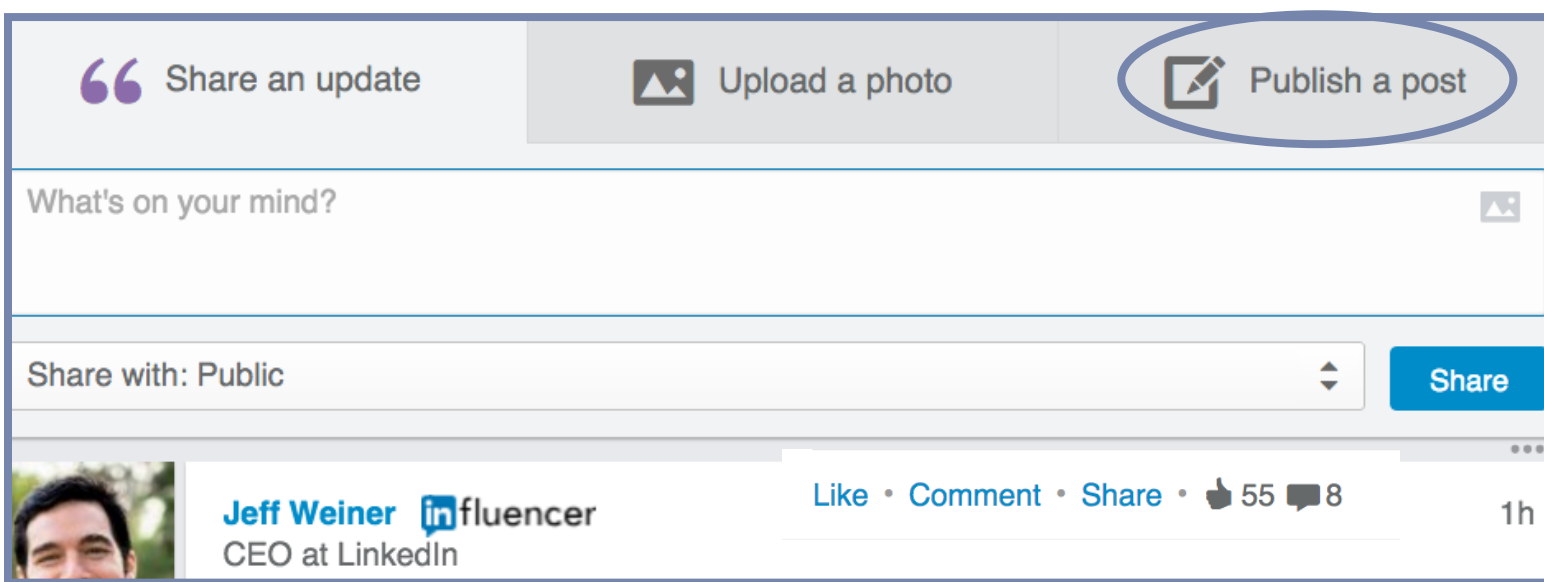


BE ENGAGED. BECOME A THOUGHT-LEADER.

Like or comment on updates: The more engagement you show, the more you'll get back.

Publish directly on LinkedIn. LinkedIn reported that , "60% of members are interested in industry insights."

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.



4



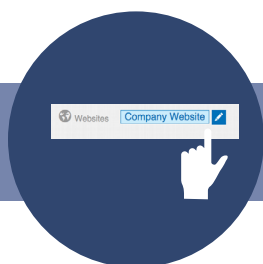
YOU CARE & SO DO THEY

SocialMediaExaminer pointed out that one in five hiring managers have chosen a new hire based off of their volunteer experience - community involvement stands out.

Showing your interests emphasizes you're a real person, not some marketing robot. You have passions and share them with potential connections.

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

5



IT'S LINKEDIN SO LINK UP!

Make your links stand out with descriptions that incentivize visitors to click through to your site. Don't leave links as "www.____.com" Edit each by clicking the pencil icon on the top right corner of each and selecting "other."

Connect your Twitter, blog, pinterest, portfolio - this can serve as a hub of your accounts.



- Sources -

SumoMe - SocialMediaExaminer.com - Jeff Bullas - Our Blog

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