

5 PROFILE TIPS

LINKEDIN



CONTACT INFORMATION

You've gone to the effort to create a LinkedIn Profile the next step is to make sure you can "get found". The Contact Info section allows you to include your email address, phone number, Twitter handle and relevant websites. This is also the section that contains your custom URL for your LinkedIn public profile. So make it easy for people to get in touch with you and fill in ALL your contact information.



PROFESSIONAL PROFILE PHOTO

As they say, a picture tells a thousand words. Your LinkedIn profile photo needs to reflect you and it needs to be credible, assured and professional. This can be achieved by wearing business attire and having a confident facial expression. No selfies and no photos at the races or with other people. It's also absolutely essential that the photo is a current photo of you – you want to make it easy for people to know they are connecting with the right person.



SUMMARY

First up make sure you complete your summary! Highlight your strengths and achievements, be authentic and truly reflect your professional and personal self. Your summary (written in the first person) needs to be interesting, creative and include stories on what motivates and drives you. It provides an opportunity to really show who you are. So make the most of all 2,000 characters.



HEADLINE

Your LinkedIn headline is the tagline that immediately follows your name on your LinkedIn profile. Your headline is one of the most visible spots on LinkedIn and should include words that reflect your strengths and expertise. You only have 120 characters so you want to make the most of every one of them. [Click here](#) for tips on how to write a great headline.



SKILLS

LinkedIn Members who include skills get over 13 times more profile views than those that don't. So to "get noticed" on LinkedIn include at least 5 skills (you can include up to 50). Choose skills that reflect your strengths. and make sure you update your skills as your career and experience progresses.