

DOES YOUR  
LINKEDIN  
PROFILE  
SUCK?



**9 EASY TIPS TO MAKE  
A GREAT FIRST  
IMPRESSION AND HELP  
YOU STAND OUT FROM  
YOUR COMPETITION**

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- LinkedIn now has over 500 million users, 70% are outside the United States.
  - 40% of monthly active users use LinkedIn daily.
  - 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions.
  - LinkedIn is the most-used social media platform amongst Fortune 500 companies.
  - LinkedIn is the #1 channel B2B marketers. 94% use it to distribute content.
  - **If you're not maximizing your LinkedIn presence, you could be missing out on great opportunities!**

# Did You Know...

**2019**

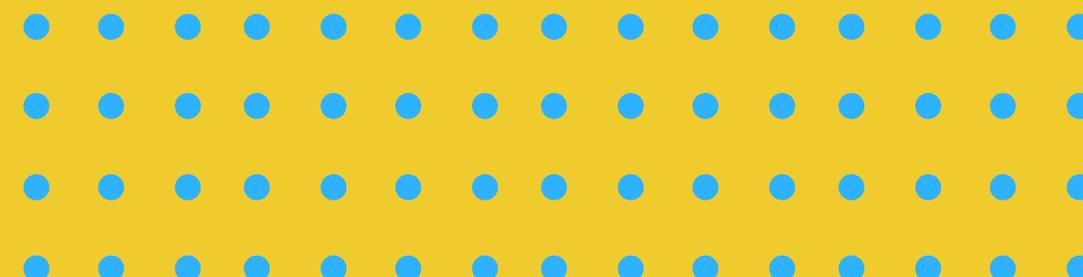
See Data Sources

# 01

## Profiles with photos are viewed 21x more than those without one.

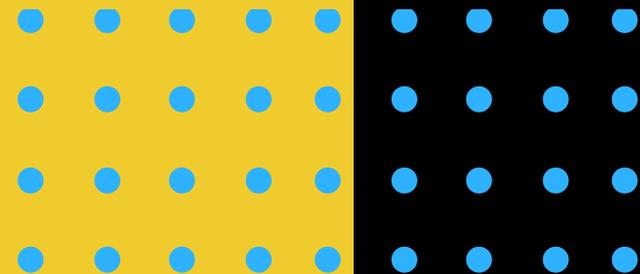
The objective of your profile photo is to personalize you and make you look approachable. SMILE! Your photo should make you look like a professional, not a criminal. It should be a clear, close-up headshot, not a view of you from a distance. If the file size is too small that it blurs out of focus when uploading, find another photo. No sunglasses. No fancy strapless dresses showing cleavage. No shots with you hoisting a beer. Not having a profile photo at all is a big no-no. People will wonder what are you hiding or whether your profile is a fake. The same goes for selecting an appropriate background image. Take the time to select one that accurately represents a positive personal brand.





# Make your headline your personal tagline.

By default, LinkedIn populates your headline with your current job title and employer - and that's what most people leave there. But your profile is about your overall career, not just your current job. That's why your headline should be more of a personal tagline - and something that sets you apart from your peers and competitors. What makes you different, better, more memorable than your peers and your competition? It's all about Brand You - so what's your unique value proposition? That's what should be in your headline. Give people a reason to want to learn more about you!

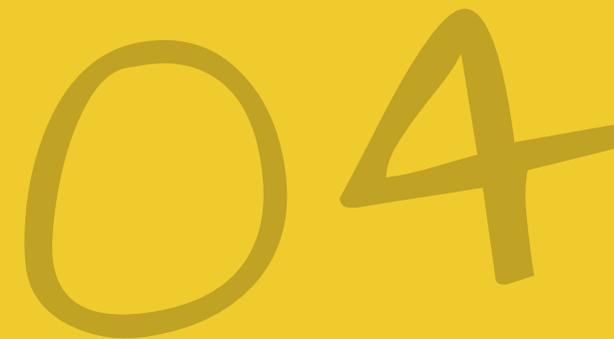




# Your Summary should tell a compelling story of who you are.

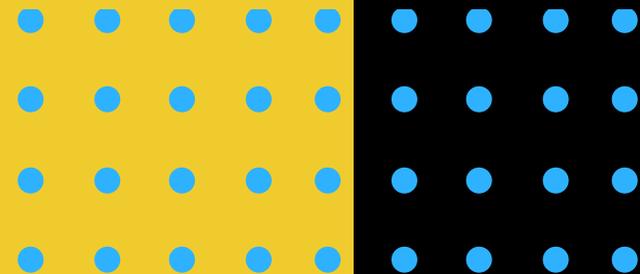
The Summary section has a prominent position in LinkedIn's profile design. That's not surprising, as not everyone reads an entire profile. So, it's a good idea to write a good one. This is the place to summarize who you are, what you do and why you do it. It's an opportunity to articulate your personal brand. Write with your target audience in mind. Add a list of your specialties – this is not only to expand on your talents, but also to incorporate relevant keywords to help with SEO. Show your personality!

03



# Customize your LinkedIn profile URL.

LinkedIn assigns a random identifier to your profile URL. This URL is visible under your contact information in the following format: <http://linkedin.com/in/username-> (normally appended by a bunch of numbers and letters). You can customize this URL to make it easier to share and for people to remember. Consider including your LinkedIn profile URL in your email footer.

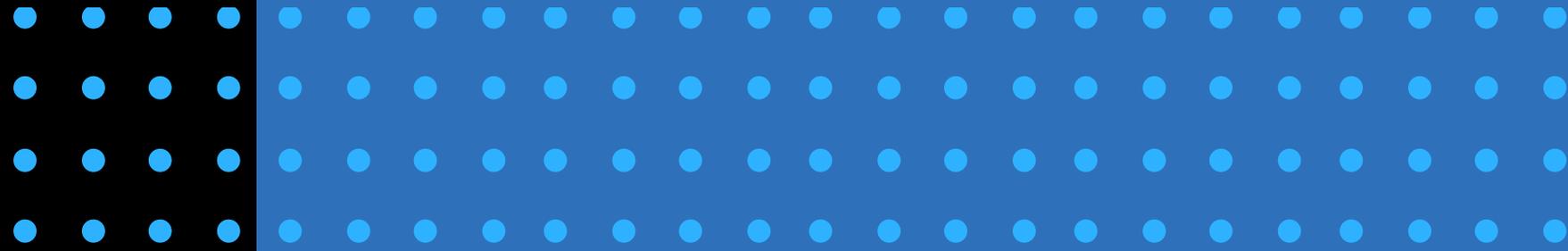


05

## Connect your Twitter account.

Make it easy for people to connect with you on other social channels. When you add and authorize your Twitter account on LinkedIn, you then have the ability to share status updates on LinkedIn and Twitter at the same time. This saves you time and spreads your message further.

Don't have a Twitter account?  
What are you waiting for?  
Set one up!



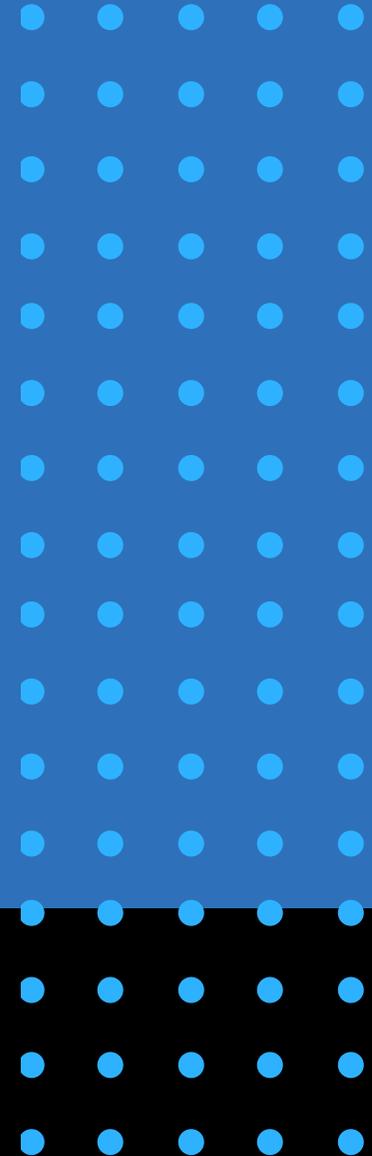
# Detail your experience.

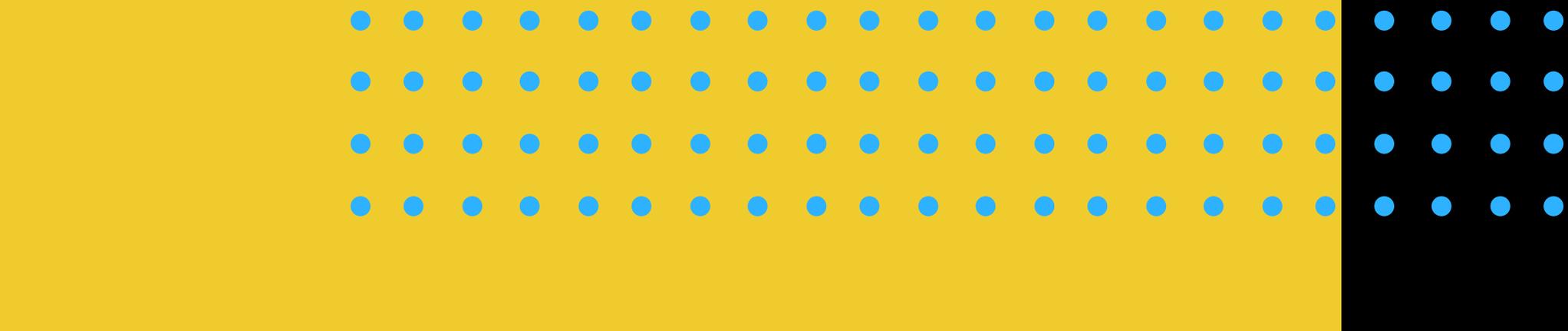


Take advantage of this section to really show off your experience and skills. Don't just list your job titles and companies with no details. Describe responsibilities in a way that stimulates interest and conveys expertise. Show a progression in your career with each position you list. Your profile should be informational as well as aspirational....Play up the areas that you want to be known for, play down for things you don't really want to do anymore. Show accomplishments, span and scope of management - and paint a successful picture. Remember, this is your opportunity to stand out. Make it browsable. Bullet format is good. Do NOT write about yourself in the 3rd person as it appears detached and impersonal. Please. Just don't do it.

# Add your key skills.

An important part of your LinkedIn profile is the Skills and Endorsements section. Here, you can list your relevant skills and your connections can endorse them. The more skills and associated endorsements, the more credibility you have and the better chance you have of getting attention. Skills are searchable and are hyperlinked on a profile which makes it easy to find people with specific skills. List skills that are in line with your various job responsibilities and also your career interests.





A recommendation is a comment written by a 1st level LinkedIn connection to recognize or commend a colleague, business partner, or student. Viewers of your profile often view the recommendations you've received on your profile to see what others have to say about your work. Often, recommendations will highlight "soft skills" in an unbiased way versus you writing about yourself. Don't underestimate the influence of having written recommendations, especially those written by managers and clients. People read them to know what it's like to work with you. Don't be shy to ask for recommendations - and don't hesitate to return the favor and write recommendations for others.

**Don't be shy. Ask for  
recommendations.**



Human beings are very visual – we are naturally attracted to images, videos, etc. So, enhance your profile by displaying samples of your work. This can include embedding rich media links (i.e., YouTube videos, audio podcasts) or file attachments like images, presentations, case studies, documents (jpgs, pdfs, etc). Leverage these rich media to help inform, educate and entertain – about "Brand You!" Having eye-catching visual content on your profile makes you more interesting and provides an added boost of valued differentiation to makes you stand out.

**Put a spotlight  
on your work  
with rich  
media assets.**

09

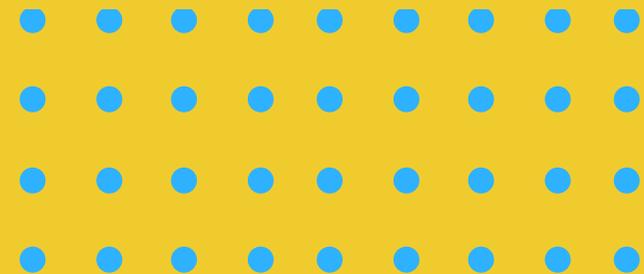


# Click for how to:

- Add or change your profile photo
- Craft a compelling headline
- Write a great summary section
- Edit your profile URL
- Add or remove a Twitter account
- Provide details about your experience
- Learn about skills and endorsements
- Give and receive recommendations
- Add rich media to spotlight your work projects



MORE



GET IT?  
GOT IT?  
GOOD!



**CLICK!**

It's good for you!~

## Next Step? Get a Profile Review

Sign up for a professional review of your updated profile. You'll get an objective evaluation with specific feedback to help make your profile stand out from your peers and from your competition.