

BUILD A  
**BRAND** ON **LinkedIn**

# Kit out your personal profile

Nobody wants to see a profile that is full of pixelated images. From profile image to cover image, having high resolution imagery that clearly shows who you are installs an element of trust in your audience.



- Use high res imagery on your profile
- Summarise who you are without writing a novel
- Showcase your projects, certificates and experience in your profile details
- Present the services you can offer personally via the 'Add Profile' drop-down, called 'Providing Services to clients'\*
- Connect with people you meet and who are relevant to your industry
- Provide value to your audience through posting and be personal
- Turn 'Creator mode' on



What do you do in your job and how can you help customers/clients? Make sure to end on a CTA (Call To Action).



This is key to begin pushing your personal brand on LinkedIn.



This allows you to get discovered more easily, showcase content on your profile and get access to creator tools.

\*Not every LinkedIn profile offers this feature, so be sure to use this if it is made available to you!

# Post ideas for your feed

We're not saying that everyone's personal profile uses the same types of posts, as they all operate and succeed differently depending on their job type, position or industry. However, these post ideas should help you get ahead start until you get a feel for how your audience likes to hear from you.

Remember to keep your posts varied, no one wants to read the same cringy quotes again and again!

Keep your posting consistent, for example you could spread your posts out during the week so you never drop under the radar.

## Content Types

Attaching visuals to your posts will help this be more visible for those scanning through their daily feed. If a post only has text, this has a greater opportunity to get missed.

## Leadership

Promoting good leadership and challenging outdated ideas is an up and coming way to show honesty and progression as a personal brand.

## Thought Provoking

Ask a question to your audience, or inspire those who want to hear from you with an inspirational quote that relates to your industry, or you as a person.

## Life Updates

This is a controversial point, some believe LinkedIn is solely meant for professionalism, however, people buy from people, so if they see you more humanised, this may be a tick in their box.

## Progression

Give your audience updates on your professional life and workplace - are you really excited about a new office opening in Suffolk? Then let your audience know!

## Use Hooks

Start with a hook to intrigue your audience. Start an interesting conversation. For example, "Don't ask your boss for a pay rise." - From this, you can then give your audience advice on what to do instead.

## Share Your Expert Opinion

Just as important as celebrating your own success, it is just as significant to celebrate others and to show what they have done well on.



**Here to help your business grow and succeed**  
**Follow us @mentabusiness**



Training | Office Space | Bespoke Social Media Support  
Events | Advice | Resources

[www.menta.org.uk](http://www.menta.org.uk)



Licensed exclusively to MENTA Business Support © All Rights Reserved.

This planner is protected by UK and International copyright laws. Reproduction and/or distribution without permission is prohibited.