

LINKEDIN BEST PRACTICES

YOUR PROFESSIONAL PROFILE

Your profile picture and banner are the first things people see when they visit your profile. Make sure they are eye-catching and professional. Make a headline that stands out, and the summary section should be YOUR story.

SAY NO TO BUZZWORDS

Buzzwords include terms like 'specialized,' 'leadership,' 'focused,' 'strategic,' 'experienced,' 'passionate,' 'expert,' 'creative,' 'innovative,' and 'certified.'



CREATE YOUR PERSONALIZED URL

Changing your LinkedIn URL to your name will make it easier to be found by real connections. It will also make you look more professional and you can also add it to personalized business cards.

NETWORK

The easiest and yet most relevant way to grow your LinkedIn network is to synch your profile with your email address book. Beyond this, get into the habit of following up meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date.

LIST YOUR SKILLS & TAKE ASSESSMENTS

One of the quickest wins for optimizing your LinkedIn profile is to scroll through the list of skills and identify those that are relevant to you. Data shows that candidates with verified skills are around 30% more likely to be hired for the roles they apply for.

ENDORSEMENTS

Endorsements from other members substantiate your skills and increase your credibility. Scroll through your network and identify connections who you feel deserve an endorsement from you – that's often the trigger for people to return the favor.

SHARE

Sharing case studies, white papers, and other brand content helps to show what the business you work for is all about – and helps people understand what makes you tick. It demonstrates passion and commitment, as well. **Share content that you find genuinely interesting and that aligns with your point of view.**

COMMENTS

Add comments to your shares, give yourself greater prominence within the feed, and express why you think a particular piece of content matters. Well-expressed comments also enable you to share a broader range of content.

FOLLOW INFLUENCERS IN YOUR INDUSTRY

This will help put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.

A NOD TO EDUCATION

Be sure to include all schools attended; this will allow for easier connections with old classmates, alumni groups, and the like. Include a corporate training seminar or certifications.

DOUBLE-CHECK, EDIT AND CHECK AGAIN

Your profile is almost complete, go back and double-check everything. Look for grammar mistakes and typos—a typo can pull attention away from your message. Professional language at all times. At the "view profile as" function, toggle between "public view" and "personal connections" to see what appears for each segment.



LINKEDIN CHECKLIST

Profile

- Picture
- Banner
- Summary
- URL

Skills & Assessment

- Find Relevant Tests
- Mark Visible
- List Relevant Skills

Endorsements & Education

- List All Schools
- Ask for Endorsements
- Connect with Classmates

Network

- Sync Profile
- Make Connections
- Follow Industry Leaders
- Comment on Other Posts

Double-Check

- Spelling & Grammar
- All Information is Correct

