



LinkedIn Personal Profile

People are searching for you online – stand out with a profile that makes people want you!

Profile Photo & Headline:

Your photo is the first thing someone sees on your page – choose one that shows you with appropriate attire and in a professional setting.

Make your headline compelling and memorable by choosing words that position you as an expert. Catch their attention and draw them into the rest of your profile.



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About Me Section:

Summarize your skills and characteristics that set you apart using searchable keywords that can improve your ranking in search results. Include presentations, links to websites, blogs, social networks, and other items that boost your credibility.

Complete every section of the profile in detail, as well as add other applicable sections such as volunteer experience, projects, and publications. These sections are great if you might not have a lot of work experience. You can move sections on the page – for example, you can put your skills at the top.

Custom URL:

LinkedIn automatically gives you a generic profile URL (ex. <http://www.linkedin.com/pub/your--name/18/a32/2be>).

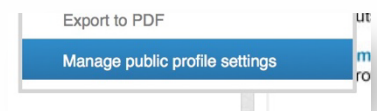
By creating a custom URL with your name, your profile is easier to find on Google search, it looks more professional, and you can include it on your business cards, brochures, and more.



www.linkedin.com/in/kristaneher/

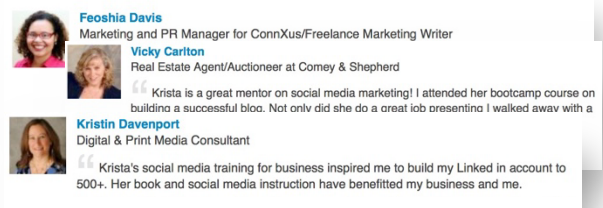
Public Profile:

Your public profile is what people who aren't connected with you see and you can edit this to show specific information. Include at least your name, headline, summary, and current position to make you appealing to potential connections viewing your profile.



Recommendations:

Recommendations are a great way to increase your value on LinkedIn with testimonials from clients, coworkers, and employers. Don't be afraid to ask close connections who can account for your caliber of work to write you a recommendation – don't forget to return the favor!



Skills & Endorsements:

Listing your skills can help you appear in search results while endorsements are an easy way for someone to validate those skills. These are not the same thing as recommendations and you can choose which ones you want to appear in your profile.

Social Media Mar... · 99+

 Endorsed by Lewis Howes and 21 others who are highly skilled at this

Building Your Network:

Digital Marketing · 99+

 Endorsed by Dennis Yu and 58 others who are highly skilled at this

Use the “People You May Know” feature to spot a possible connection or someone you can be introduced to by a mutual connection. Don’t ask people you don’t know to connect – LinkedIn will shut your account down if too many people ignore your request.



Power Tip: When asking to connect with someone, include a short note in case they don’t recognize you instantly

People You May Know →

Share an Update:

Every time you update your status or change information on your profile, activity is distributed to those in your network. Updating your status is a great way to communicate with others and become an expert in your industry. Share articles, quotes, or whatever fits your personal brand.




Power Tip: You can turn off activity broadcasts in your privacy settings.

Groups:

There are millions of groups on LinkedIn that present countless opportunities to grow your network. Begin by joining groups that contain useful information applicable to your business and participate in discussions. Use groups as a way to stay on top of the latest news in your industry and to build relationships with other professionals.

#CINCYSM
cincinnati social media

**Cincinnati Social Media
Inc.** 
Top Contributor



Power Tip: Constant self-promotion is not welcome – get a feel for the group before posting.

Companies:

Following companies give you the opportunity to keep tabs on those you care about. Your company feed will show you the latest updates by them – whether it be your own company, competitors, ones you’re interested in doing business with, etc.

Maintaining Your Profile:

Consistently updating your profile and participating in groups will help you professionally in the long run. Whether you’re looking for a job, grow your business, or just make professional connections, LinkedIn gives you the opportunity to grow your personal brand online.