

A calendar with a red cover is shown in the background, slightly out of focus. A black rectangular text box is overlaid on the calendar, containing the title and subtitle. The calendar shows days of the week and dates, with some dates in red.

Optimizing Your LinkedIn Profile

Building Your Professional Identity

Why is this important?

- ◇ Viewing profiles is the #1 activity.
- ◇ Your LinkedIn profile is your brand!
- ◇ Good profiles are optimized for search.
- ◇ You should be engaging on LinkedIn and a strong profile cements credibility.

Optimize your profile for search purposes.

- ◆ Be easy to find! Include contact info on your profile if you want to be reached easily.
- ◆ Use key words that represent your skill-set.
- ◆ Mix acronyms and full phrases for searchability. For example, a Project Manager should spell out Project Manager instead of using PM on their profile. That way both searches can be found easily.
- ◆ To maximize the benefit of your profile, you should have your profile as close to 100% complete as you can.

The Top Card

- ◇ **Photos** – Keep it professional! Profiles with a photo are 11x more likely to be found in searches.
- ◇ **The Headline** – This is “the catch” that people see first! This allows you to provide your brand mantra or modified titles that you want people to see.
- ◇ **Contact info** – Include as much or as little as you want someone to have. More info makes you more accessible. Include branded websites or customized URLs if you have them.

The Summary

- ◆ Complete profiles = 10x more views.
- ◆ Allow your personality to shine through.
- ◆ Be aspirational. Let people know what you are looking for (if you're seeking a new job).
- ◆ Minimum of 40 words, to maximize your chances of being searched (use key words).

Work Experience

- ◆ Increases discoverability up to 4x.
- ◆ If you are a passive job seeker, this is your chance to put a resume on LinkedIn without actively looking. People will come to you!
- ◆ Highlight accomplishments, don't get too caught up on all the little details.
- ◆ Use key words.
- ◆ Allow strengths and values to shine.
- ◆ Represent your career gaps.

Skills, Endorsements, and Recommendations

- ◇ Profiles with strong skills and endorsements are 4x more likely to be viewed.
- ◇ “Take skill quiz” is a new feature that will allow you to show strong skills in your area of expertise.
- ◇ LinkedIn defaults to showing your top 3 skills as the three with the most endorsements. You have the ability to edit these to put the three skills you want displayed at the top.
- ◇ Skills = keywords = discoverability.
- ◇ A solid profile has at least 2 recommendations. Give and you shall receive!

Profile Extras

- ◆ **Activity** – Post things that are relevant to your industry or experience. Show thoughtfulness in your posts because they will appear in the activity section of your profile.
- ◆ **Add rich media** to bolster the content on your page.
- ◆ **Education** – Make sure your most relevant education is listed first! This is what will show in your top card.
- ◆ **Accomplishments** – list honors and awards received.
- ◆ **Add Profile Section** – new button at the top of your profile that will allow you to add sections for things like “looking for job opportunities” in the intro or “volunteer experience” and “licenses & certifications” in your background. This is your chance to customize your LinkedIn profile to be exactly what you want it to be!

Engaging On LinkedIn

- ◇ Strengthen your reach by increasing your network.
- ◇ Join groups.
- ◇ Share status updates.
- ◇ Publish on LinkedIn.
- ◇ Commit to at least 15 minutes per day.
- ◇ Be thoughtful and share your expertise!