

# LINKEDIN TIPS

Prepared for CEWiT | [jkellyhoey.co](http://jkellyhoey.co)

## Put A Face To Your Name

Your profile must include a picture - as people connect with people not outlines of blue heads. A profile picture is also your first opportunity to make a strong impression, so use a professional quality headshot.

## Googleability

LinkedIn has a high Google Page Rank - enabling you to control that first best impression. You are in control of what is being discovered about your expertise and professional interests by actively managing the presentation of your experience and skills.

## Headline

Your headline is more than your last job title or internship position - it's your opportunity to brand yourself for the opportunity you want or to highlight the expertise you're flexing. A descriptive headline encourages viewers to read your whole profile and invites conversation ("Entrepreneur Advocate" vs "Lawyer"). Think about keywords which are relevant to your target audience (employers, clients, recruiters, customers, media).



## Who Are You?

Your life is not static, and your LinkedIn profile should not be either. If you're just getting started, you'll need to spend some time creating your profile - I recommend doing this offline in a Word document. If you've already created your profile, you should periodically update and refine your profile so it accurately reflects your current professional focus and ambitions. The more active, dynamic and complete you make your profile, the more opportunities you create for people to find and connect with you (based on your expertise, connections and interests).

*"To connect all of the world's professionals to make them more productive and successful" - Jeff Weiner*

This is LinkedIn's ultimate goal - so take advantage of the tools they are providing to you.

## The Summary Box

Don't simply duplicate your current experience! Put some thought into how you use that valuable networking space. The "Summary" box is an opportunity to highlight relevant expertise AND stay top of mind, by using a simple, dynamic narrative which can be updated periodically.

For example, in the summary box after a couple lines of "static text" outlining your expertise, you can:

- list upcoming SIGs, Meetups, Club Meetings or Conferences you're organizing attending (including link)
- mention a recent award or appointment
- highlight a recently published article/paper or media interview or club newsletter

Here's how you're staying top-of-mind with your network: every time you update your profile, LinkedIn posts a message of your profile activity to your network. When someone in your network looks at your profile - the summary box will be highlighted as the section in your profile which has been updated.

## Manage Your Time

Creating a profile takes time - editing and updating it takes a few minutes a day (or week). Remember to turn off your activity broadcasts (in Settings) when you're making major changes to your profile.

Set your LinkedIn email preferences (types of messages and frequency).

Decide your contact settings based on your career needs. Are you interested in a new job, business referrals or getting back in touch?

## Be Your Own Best PR Team

Be active and quotable! Think about how sharing an update is enhancing your educational/professional credentials. Do you have a point-of-view on a news story? Has a company released a new product? Your online activity (posting an update) become someone else's network activity, resulting in you becoming top-of-mind. Some suggestions for staying active (and not annoying) with LinkedIn updates:

- Share an idea or recommend an article or post an update on a cause you care about. I rarely post more than once per day and generally stick to posting during the work week, not weekends.
- Keep it professional (aka no one cares what you had for breakfast)! Focus on college, professional or industry events, upcoming conferences or stating an opinion on an article you've read.
- Keep your tweets off of LinkedIn! Twitter is a cocktail party - LinkedIn is all business networking.

## More Than Rank & Serial Number

LinkedIn is more than your job hunting resume - so don't just list your last two jobs and dates of employment. Think about your studies and experience as your complete career history: where you worked, projects you excelled at, volunteer experiences which shaped your leadership skills and skills you attained along the way. Don't overlook the "non-paying jobs" (internships, benefit committees, clubs, SIGs or community projects) as these roles may highlight your abilities (and ambitions) to the fullest. And flex your bragging muscle: describe what you learned or accomplished in these roles.

## Polish Your Profile

- Include links in your profile (interviews, blog, etc.)
- Think carefully about keywords. What is your expertise, special skill set and why should people contact you?
- Enhance your profile by adding sections (languages, patents, publications, skills, certifications, projects, honors, organizations and volunteer positions).