

FREE



**GUIDE 2019**

**How to improve  
your profile on  
LinkedIn...**

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# ... and boost your professional image

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## ABOUT THE AUTHOR

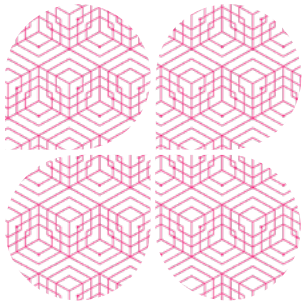
Cathy Hayward is managing director of Magenta Associates, and a communications specialist with more than 18 years' experience in a range of journalistic, publishing and marketing roles. She founded Magenta in 2011 after a journalistic career spanning a number of different titles including *FM World*, the award-winning magazine for the British Institute of Facilities Management, *Marketing Week*, *Financial Management*, *Soccer Analyst*, *Supply Management*, *Unions Today*, *People Management* and *Director*. She holds a Masters degree in journalism, as well as the Chartered Institute of Public Relations' post-graduate diploma in PR.

## Introduction

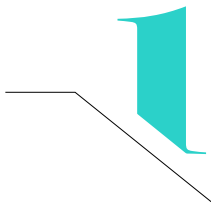
All business professionals should be on LinkedIn, the world's largest professional network. Networking is a vital aspect of doing business, growing your career, building long-term relationships and enjoying a good reputation over time. The more quality professionals you can connect with, the more successful you are likely to be. But even if you have created a profile on LinkedIn, you might not be using it to the full.

This short guide takes you through the process of maximising your profile and using LinkedIn to the full, and in doing so, optimising your chances of networking success.





# This guide takes you through the process.



## Boost your profile

### Photo

First impressions count. Add a professional-looking profile picture and you are seven times more likely to be found in searches. Magenta's free How To Take a Good Profile Picture guide has key tips for getting a picture that presents you in the best light. In summary, find a plain, light-coloured background; don't stand too close to the wall; wear something that creates the right impression; try to relax; and take several shots.

### Headline

Stand out with a keyword-rich headline that describes your current job title and how you want to be known on LinkedIn.

### URL

Customise your profile URL and put it on your website, email signature, and business cards and CV to drive traffic to your LinkedIn profile. Before customisation your link might be something like: [uk.linkedin.com/in/joebloggs/16/102/a58/](https://uk.linkedin.com/in/joebloggs/16/102/a58/).

After, it might be: [uk.linkedin.com/in/joebloggs](https://uk.linkedin.com/in/joebloggs).

### Summary

Write a brief summary describing your professional background and aspirations. Keep your sentences short, clear and concise and friendly.

### Experience

List all the jobs you've held along with brief descriptions of your achievements in each role.

### Skills and Endorsements

Add at least five key skills to your profile.

### Education

Add the schools and colleges you've attended from senior school and above.

### Recommendations and Endorsements

Unleash the power of word-of-mouth to your advantage. Get recommendations and endorsements from former colleagues, clients, managers, and classmates and let the world, and everyone on LinkedIn, know that others hold your work in high regard.





## Update your privacy settings

Select the small profile photo in the top right of your Home page to manage your privacy and settings. Use your privacy settings to control what others see about you and what types of notifications are sent out to your network. You might be happy for your profile to be completely open to everyone, or you may prefer to have some areas only available to contacts.



## Use your network

You can make the most of your LinkedIn network in a number of ways. The maths is simple: the more people you are connected to, the more opportunities you will have to be found on LinkedIn.

Grow your network by searching your email contacts and finding people you may know. See where your old school and college friends and old colleagues are working now, and reach out to connect with them. Also be sure to connect with people you've just met in a business meeting or at a conference or networking event, while you're still fresh in their mind.

Ask for introductions through your network to get connected to individuals or companies you're interested in working for or doing business with.

Also share interesting articles, videos and presentations with your network, to position yourself as an expert who is keen and willing to share information.



## Search for jobs

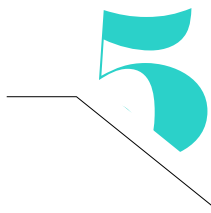
When it's time to move onwards and upwards, use LinkedIn to search for your next opportunity.

As well as signing up to receive alerts about new jobs that you may be interested in, you can use an advanced search to find jobs by keyword, title, company, postcode, function, industry, years of experience, and date.

Your expanding LinkedIn network may also be posting about job opportunities so keep an eye open for those on your Home page. Also check out company pages that have a job tab, and recruiter's pages that post jobs.

You can even use LinkedIn to apply for jobs and keep track of your job applications through the Jobs homepage. You can also follow up on your job applications by contacting the job poster via InMail.



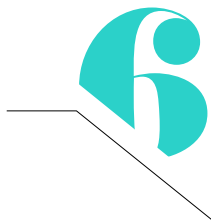


## Follow companies

Search for and follow any relevant company pages, and get updates from them on your LinkedIn homepage.

You can also use Company Pages to learn more about a company's products and services, latest news, employees and job opportunities.

Company Pages also displays how you're connected to people in the company through your first, second and third degree connections which enables you to get in touch with the right people in that organisation.



## Join LinkedIn groups

Join groups relevant to your professional interests: alumni groups, industry groups, geographic groups, and more.

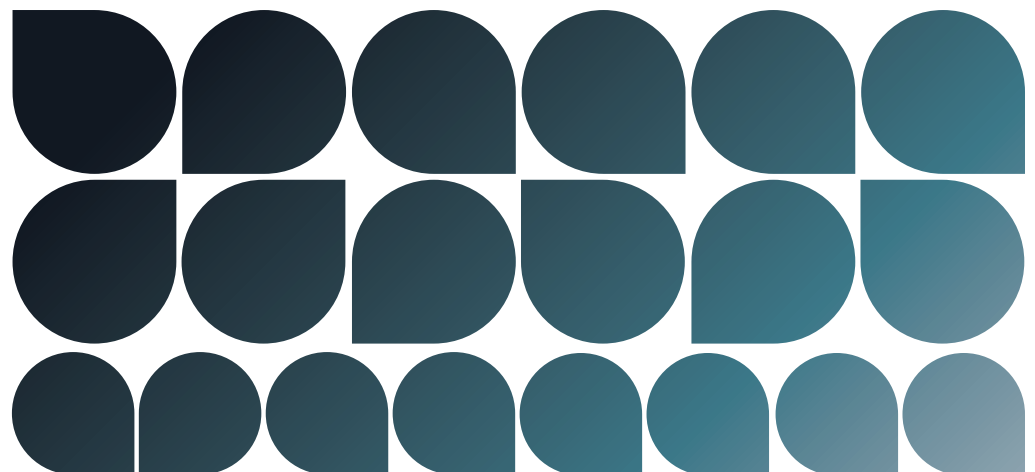
Use groups to make connections, find job listings, take part in discussions and establish yourself as a thought leader in that group, and stay current with the big industry issues.



## Who's viewed your profile?

This is a really popular feature, which enables you to quickly and easily get an overview of the type of people who are showing an interest in you. You can also see which of your LinkedIn efforts are generating traffic to your profile, and fine-tune your activity based on this information.

Plus, admit it, seeing who has been checking you out can be a nice ego boost. And there's nothing wrong with that.







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