

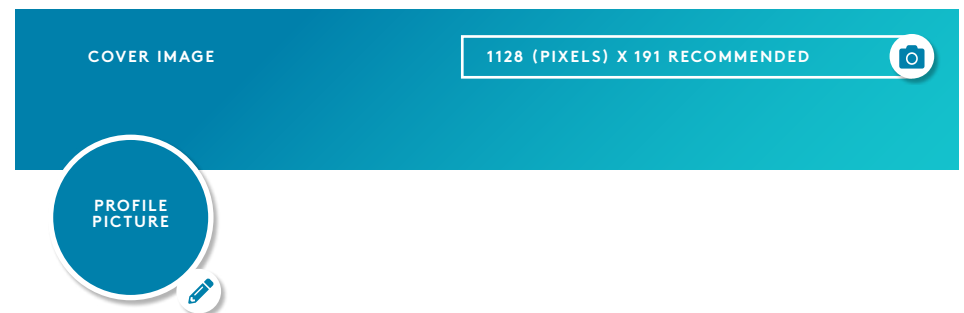
How to make your LinkedIn personal profile shine



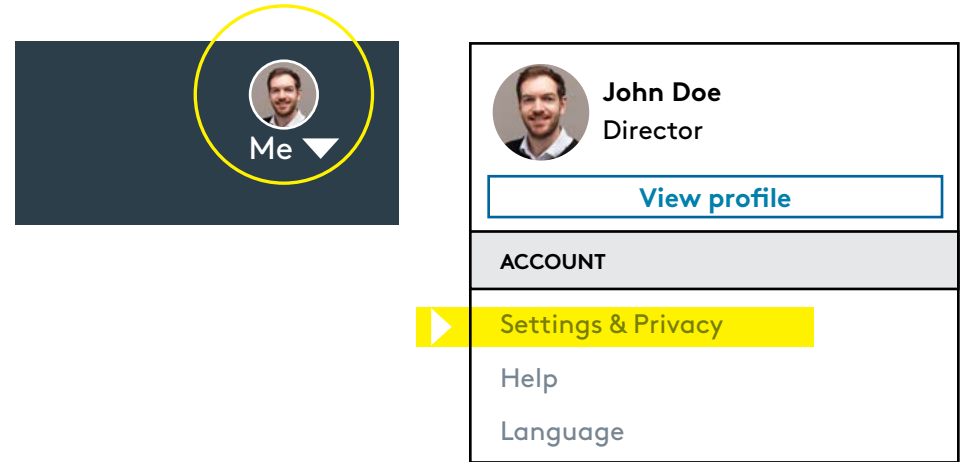
➔ Personal profile

A comprehensive personal profile can act as a great advert for yourself and your company. Here are some tips to make your profile stand out:

- * **Choose a professional profile picture.** It should be a recent picture showing you from the shoulders up. If you don't have a professional picture, you can ask someone to take one with their phone. Photos taken outside work best because of the natural light. If you take one inside, do so facing a window so the light is in front of you and use the flash on the camera. Avoid standing in direct sunlight as the light is too harsh. Stand against a plain background wearing clothes you normally would at work and try to relax – ask the person taking the photo to tell you a joke!
- * **Choose a suitable cover image.** This should be something relevant to you and/or your industry. The recommended dimensions are 1128 (w) x 191 (h) pixels and if you upload an image larger than this, you can position it to show the parts that you want to.



- * **Be creative with your headline.** It doesn't have to be your job title – use it to succinctly describe what you love doing or what you are great at. You may want to hide job title changes, especially if your job hasn't changed but you are updating your title to better reflect what you do. When logged into LinkedIn, click on 'Me' at the top, then 'Settings and Privacy'. The privacy tab has different options for how others see your LinkedIn activity, including whether or not they can see job changes.
- * **Spend time on your summary.** This doesn't have to be an essay, but it should be more than a few bullet points or a list of your skills. Tell the story of how you got to where you are and what you love about your work. Be wary of using too many buzzwords – let the real you shine through.
- * **Ensure your experience section is up-to-date.** List all of your jobs, the dates you worked at each company and your main responsibilities / achievements in each role. This will help to evidence the skills you list.
- * **Complete the education section.** As well as formal education, list any relevant training or other courses you have attended. It all shows that you are a willing and able learner.
- * **List your volunteer experience.** Although this may not be entirely work-related, it gives an insight into your passions outside of work.
- * **List your relevant skills.** Don't feel like you have to write an endless list – quality is better than quantity. Once you have listed your skills other people are able to endorse them. Take some time to endorse the skills of some people in your network and it's highly likely that most will return the favour.
- * **Ask for recommendations.** Go through your network and ask people if they will write a recommendation for you – but don't ask just anyone. Choose those whose recommendation you will really value, and who you think will be happy to do so. You should also offer to give them a recommendation in return. You can also ask your line manager or a colleague to get the recommendation ball rolling.



Growing your network

Building and maintaining a relevant network is a great way to stay in the minds of useful industry contacts. Get in the habit of following up on in-person (or Zoom) meetings by connecting with people on LinkedIn. Don't be afraid of reaching out to people you haven't met but would value being connected to – just make sure to send a short personal note when you request to connect.

Every now and again take a look through your connections and if there is someone you haven't spoken to in a while, send a short note to see how they are, or share an article you think they'd enjoy.

Groups

Groups are a great way to get your name and the company name in front of new audiences and demonstrate yourself to be a knowledgeable industry insider. There are thousands of groups on LinkedIn, so take some time to find ones that are relevant for you and your role. Use the LinkedIn search bar to search for key terms and filter by groups in the results.

The group description explains a little about the group and who it is for. If you'd like to join, you can simply request to do so. Some groups are open and you can join without needing approval.

Groups aren't the place to brazenly promote your company. Rather, by participating in conversations and sharing interesting articles, members will see your name and company and start to appreciate your insight. Brand awareness is an ongoing process.

Posting

Posting regularly will ensure that your contacts see you in their newsfeeds. Posts should be a mix of content that your contacts will find interesting and engaging. That may include photos (make sure the photos are approved for use), links to relevant industry articles or news, or industry events/webinars.

Ideally, you'll be posting content that your contacts will react to and want to share. Adding a degree of human interest to posts is a great way to do this. Uplifting anecdotes, open-ended questions/polls and sharing interesting facts are all examples of content that generally perform well.

If unsure about what to post, check your company page and share a post, with your own sentence or two to personalise it. You can also like and share posts from colleagues.

Hashtags are common on LinkedIn so try to use two or three relevant ones in your posts. This will help get your content in front of the right audience.

If ever in doubt about a post, check with a colleague or manager before posting something. Although posts can be edited and deleted, it just needs one person to take a screenshot for a post to live on forever.

**POSTING REGULARLY
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CONTACTS SEE YOU IN THEIR
NEWSFEEDS**



Articles

Articles are similar to having your own blog on LinkedIn and provide a way to share insight and expertise – they are not a sales tool.

To write an article, go to your LinkedIn homepage. Underneath the 'Start a post' box at the top of the page is a link to 'Write an article'. This will open up the article page in a new tab.

The publishing menu is very intuitive. Write a headline for your article and write the copy in the space below – or you can copy and paste from a Word document.

Headlines should be concise, engaging and 40 – 50 characters long.

Mix up the length of your articles. 500 words is good at the shorter end of the scale for bite-sized content. Go more in-depth with 1,500 – 2,000 when you can, but don't add words just for the sake of the word count. All content should be relevant to your network.

Consider starting longer posts with a brief summary or teaser to draw the reader in. This might be asking a question or making it relatable to a common problem in your industry.

Upload a relevant cover image – the recommended size is 744 x 400 pixels, but larger images can be cropped. There are websites that provide free stock images, such as Unsplash. It's also easy to embed photos and video within the article, and is worth doing so for longer articles to break up the text.

As with any blog, engagement comes from consistency in terms of relevant content and regular articles. Start with one article per month with a view to posting more frequently once you are comfortable with the platform.

You can share articles with your network after they are published and also add tags to reach the relevant audience.

You could tag one or two contacts when you share your article, but only if you feel it would be particularly relevant to them. Commenting on and sharing other people's articles, especially those that you'd like to engage with yours, can lead to some engagement on your articles in return.



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