

LinkedIn Profile Guide

Create a LinkedIn Account and Profile

- Once logged in, make sure to use your authentic name on your Profile. Avoid using emojis or keywords in the name field.
- Create your 'Headline'. Consider: What you do; For who; The value you bring; The end result. Talk to your 'Target audience'.
- Use keywords/key phrases relevant to what you specialise in so people know what you do in 2 seconds.
- Your profile photo should be professional - colour is best!

Background Picture (Banner) and Profile Photo

- A background picture is your real estate to start building your **professional** brand! Showcase your personality.
- Highlight your goals, aspirations, and professional values in a tagline.
- Create with Canva's LinkedIn Banner templates and use your brand colours and logo.
- Be recognisable. Change settings to 'Anyone' to avoid grey silhouette for non-followers/non-connections.

About Section

- Provide a clear understanding of who you are professionally and the value you can bring to potential connections.
- Speak in the first person. Write for your target audience and tell a story or add short sentences easy to read.
- Showcase your uniqueness, your professional background, skills, career aspirations, passions and interests.
- Add a call to action: eg: email, phone number, website, calendar link, portfolio.

Featured and Activity Section

- Featured: Use for any special awards or achievements, special content or 'Thought leadership' on your topic of interest.
- Start posting and build your personal brand - it's all about consistency.
- Alternatively, consider a thoughtful 'commenting strategy' that adds value.

Experience, Education, Licenses and Certifications, Volunteering, Languages

- Complete these sections as much as possible. Having a filled-out profile helps with the LinkedIn algorithms.
- Experience: connect with your company's page to add the logo to the top of your profile on the right.
- Experience: Write for your target audience. Avoid a CV copy/paste. Use bullet points. Highlight achievements and results.
- Education: Tip! You can also use this section to add your contact details. This will appear at the top of your profile.
- Add your volunteering efforts eg Community Fundraisers.

Skills, Endorsements, Recommendations, Interests

- Skills: Minimum of 3 Top Skills relevant to what you do or aspire to do. Showcase your strengths. Continue to add skills in time.
- Endorsements: Ask friends, colleagues, suppliers to endorse your skills. Particularly your Top 3. Skills matter! Recommendations: Aim for a minimum of 3 'Received'. Aim for 3 'Given' recommendations to boost networking relationships. Interests: Follow Top Voices, Companies and join (minimum 3) Groups that interest you and your aspirations.



Connect or Follow me on LinkedIn: Jordan Louise Knight

- I help with LinkedIn Sales Training, Personal branding and Social Media.