

LinkedIn® TIPS and TRICKS

Tips for you.

Photos

Flash your pearly whites!

Profiles that include a picture "perform" better!¹

- Professional photos are best
- Shoot for a square headshot
- Wear business casual attire

First, Last Name
Professional Headline
 City, State | Industry listing

Photo size 4MB Max • Min 80x80px • Max 500x500px

Current **Professional Title at Current Company**
 Past Professional Title at Previous Company
 see all ▾

Education College
 High School

Recommendations **3** people have recommended First Name

Connections **105** connections

Websites [Company Website](#)

Twitter [Follow @First_Lastname](#)

Public Profile <http://www.linkedin.com/in/firstnamelastname>

Connection

Don't be generic

When sending out a request to connect, ditch the standard "I'd like to add you to my professional network on LinkedIn" and add a personal note instead.

After you accept a "connection" with someone, send them a quick note. It will make an impression as you network!

Connect

Profile

★ Summary

Summarize who you are and what you're all about. Give people a feel for what you have to offer!

Experience

★ Job Title
 Company Name
 Date Started - Date | City, State

Call out all of your wonderful skills and talents

★ Skills & Expertise

Skill One Skill Two Skill Three

Education

School Name
 Date Started - Date Ended
 Major:
 Minor:
 Emphasis:

Recommendations

Recommendations For First Name

Job Title
 Company Name

Seek quality recommendations from your connections.

Ask for them to include specific examples instead of general fluff.

Give & Take – Don't just request recommendations; create them for others as well.

How many recommendations should I have?²

> More than 3

< Less than 12

Tips for your business.

Overview

Simple and to the point.

- What do you do?
- What makes your company unique?

Overview Careers Products Insights

COMPANY LOGO

Add a **company description** that explains what you do and what makes your company unique.

Logo
 100x50px
 Rectangle
 or
 50x50px
 Square

★
Specialties
 Name specialties here

Updates

Company Updates

Company Name Useful content to go here.

Like • Comment • Share • 1 day ago

Share useful content to position your company as thought leaders.

Pull RSS feeds for company e-newsletters, white papers and blog posts ...

Groups

Don't just join industry groups, **join the groups your target customers are in** and share relevant content that will help solve their problems.

Products & Services

Overview Careers **Products** Insights

Company Name Product & Service Spotlight

Create custom clickable header graphic(s)
 Rotate up to 3 images at a time.

COMPANY LOGO

Company Name Products

Filter by: All Products ▾ Sort by: Network recommendations ▾

Product (category) ★
 Description of product/service (category).
 Recommend • Share • 17 impressions

Customers can recommend and even share your product listings to others.

Take it to the next level

Format multiple versions of the Products & Services tab to be shown to pre-determined groups based on profile criteria.

Answers

People post questions on LinkedIn's Answers tab ... I'm sure you have some of the answers! Join the conversation and show people how smart you are.

★ Important areas for **Targeted Keywords**

Use keywords in your profile and descriptions to help you rank higher in search results.



Infographic created by www.4imprint.com, based on the LinkedIn: Unlock the professional tool box Blue Paper® Download Blue Paper at link here: <http://info.4imprint.com/bluepapers/linkedin-in/>

Sources

¹ Fletcher, Louise. "Why You Must Post a Photo on LinkedIn (and Which One to Choose)." Blue Sky Resumes. Blue Sky Resumes, 11 Apr. 2011. Web. 23 June 2012. <http://www.blueskyresumes.com/blog/why-you-must-post-a-photo-on-linkedin-and-which-one-to-choose/>.

² Haden, Jeff. "6 Steps to a More Marketable LinkedIn Profile." Inc.com. Mansueto Ventures LLC, 7 Dec. 2011. Web. 23 June 2012. <http://www.inc.com/jeff-haden/how-to-market-yourself-with-linkedin-profile-6-steps.html?nav=next>.