## Linkedin® TIPS and TRICKS

#### Tips for you.

#### **Photos** Flash your pearly whites! Profiles that include a picture "perform" better! • 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 **Professional Title at Current Company** Past Professional Title at Previous Company see all ▼ Education College High School 3 people have recommended First Name Recommendations Connections 105 connections Company Website Websites >> Follow @First\_Lastname **Twitter**

#### Connection

http://www.linkedin.com/in/firstnamelastname

#### Don't be generic

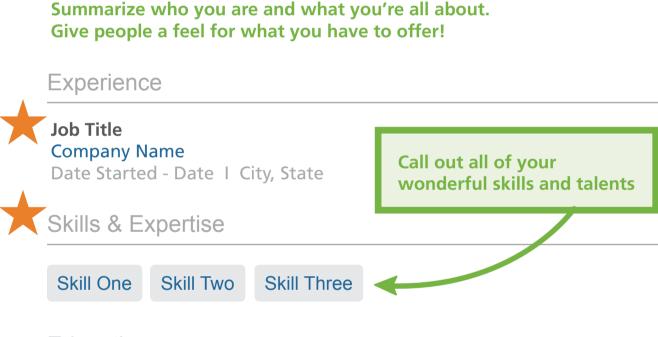
Public Profile

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**



#### Education

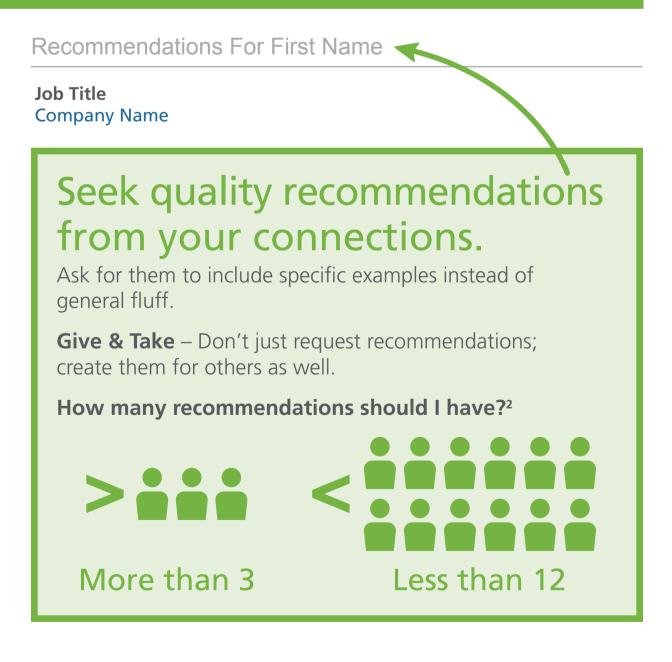
Summary

**School Name** Date Started - Date Ended

Major: Minor:

**Emphasis:** 

#### Recommendations



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### Tips for your business.

#### **Overview**

#### Simple and to the point.

• What do you do?

• What makes your company unique?

Careers

Overview

**Products** Insights

Logo

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

100x50px Rectangle 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**

Insights

Company Name Product & Service Spotlight Create custom clickable header graphic(s) Rotate up to 3 images at a time.

**Products** 

 $\triangleleft$ 

#### **Company Name Products**

Careers

Filter by: All Products ▼ Sort by: Network recommendations -



Overview

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/linked-in/

Sources <sup>1</sup> 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

<sup>2</sup> 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.

June 2012. http://www.blueskyresumes.com/blog/why-you-must-post-a-photo-on-linkedin-and-which-one-to-choose/.

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