



Reprinted from the November 2019 issue of BIC

# LinkedIn: Nine basics for success

**W**ith over 575 million users as of August, LinkedIn has become the social networking tool of choice for professionals and an incredibly important strategy in conducting your job search.

As many users will tell you, a profile presence is moderately simple to create and maintain, and you can reap many benefits for your career. The nine following tips will aid you in developing and building your brand on LinkedIn:

1. Include an up-to-date headshot. In today's world of social media, having a professional photo can be considered the initial step to building your personal brand on LinkedIn. Without a photo, your profile may not receive the full consideration or visibility it deserves. Keep in mind that your pleasant smile can create a similar impression on others as if you were greeting them in person.

2. Develop a powerful headline. This 120-character section below your name should be used to showcase your expertise, specialty and branding statement. Be specific, speak to the audience you want to entice and use key terms someone searching for your area of expertise might use to find you on LinkedIn. For tips on how to showcase your brand, visit [www.careersidekick.com/linkedin-headlines-job-seekers](http://www.careersidekick.com/linkedin-headlines-job-seekers).

3. Craft a captivating "About" story. The "About" section, formerly the "Summary" section, provides you with 2,000 characters to tell your story. It should be written in a conversational tone, using first person as

though you were speaking directly to someone. The "About" is your opportunity to stand out from the crowd; convey your relevant skills, unique qualifications and accomplishments; and differentiate yourself in a memorable way, as well as inject your personality.

In the new LinkedIn format, only the first two lines of the "About" section are visible to the viewer. To see your full profile, a reader needs to click "See More." Those first two lines are crucial and should set the tone to encourage the reader to learn more about you. For assistance in composing your "About," visit [www.jobscan.co/blog/linkedin-summary-examples](http://www.jobscan.co/blog/linkedin-summary-examples).

4. Highlight your current experience. This section should generally include the past 10-15 years of experience. Recruiters and hiring managers are usually interested in what you've achieved in the past 5-10 years. Use bullet points to highlight relevant responsibilities that are results-oriented, along with quantifiable accomplishments that communicate your credibility and value.

5. Accent education and training. When adding a college, select your school from the LinkedIn list and the school's logo will automatically be added to your profile. This process will enable you to connect with alumni. To add training courses, go to "Add Profile Section," then to "Accomplishments" and then to "Courses," where you can add relevant professional development courses you have completed.

6. Spotlight your skills. You can highlight up to 50 current and relevant skills in the "Skills & Endorsements" section. This section is important because your LinkedIn connections can endorse those skills, which will add to the overall quality of your profile. Keep in mind that the top three skills displayed should be your key areas of expertise. It is possible to rearrange your skills, as the top three may change.

7. Pursue endorsements and recommendations. LinkedIn has made this process easy. Simply review your connections and determine which people, such as co-workers, past supervisors, clients and others who know you well, may be willing to endorse various skills and add a recommendation that will boost your reputation and make you stand out among other job seekers.

8. List contact information. An email address, phone number and customized LinkedIn URL are generally sufficient. To create a customized URL, go to "Edit Public Profile & URL" for details. Create a professional URL that you can add to your résumé, business/networking cards, your email signature and other appropriate documents.

9. Keep your profile current. If you want to be found by recruiters and hiring managers, you need to make sure your data is complete and current.

**For more information on Dr. White's programs and publications, email [successim1@yahoo.com](mailto:successim1@yahoo.com), visit [www.successimages.com](http://www.successimages.com) or call (225) 769-2307. ●**