



Creating an All-Star LinkedIn Profile



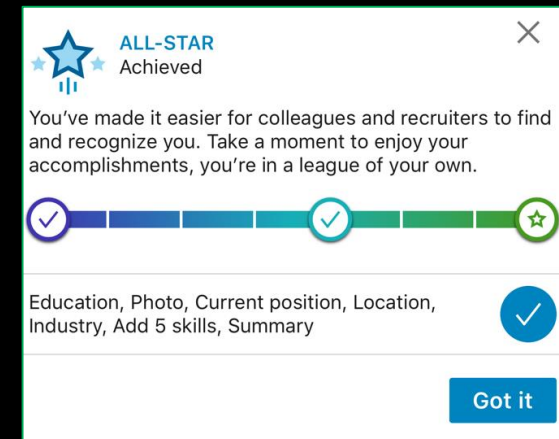
Please be sure to consult your company's social media policy prior to engaging in social media for business purposes.



Why?

Because there's only one chance to make a first impression.

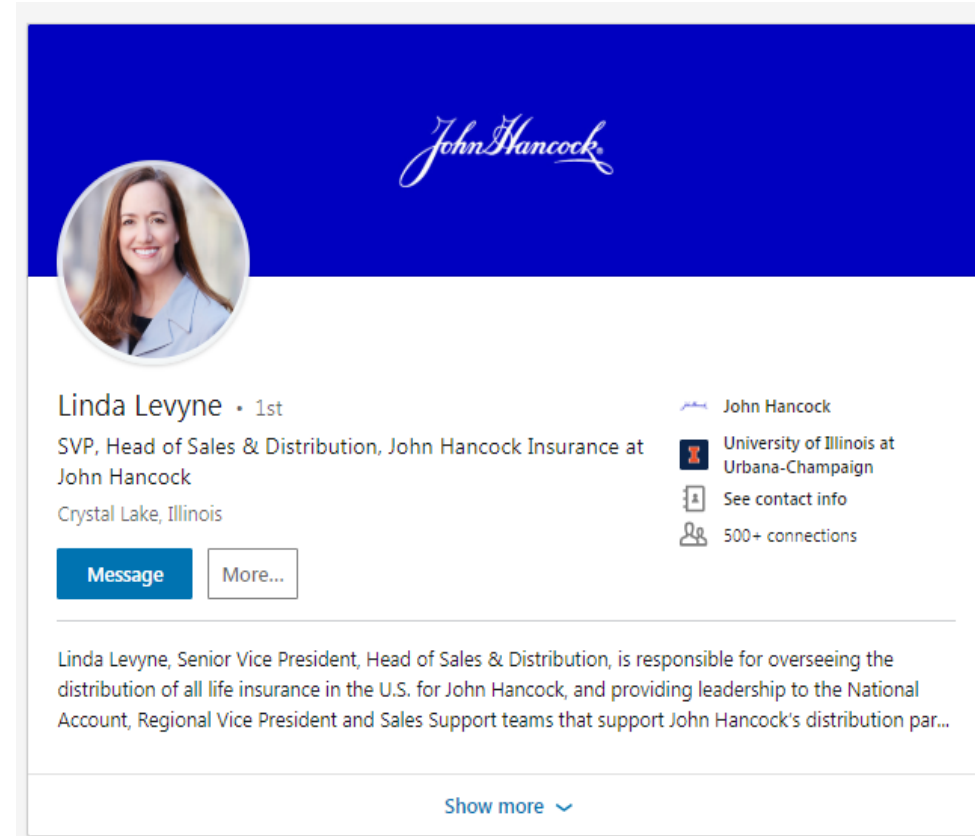
- Including a picture will generate 21X more profile views and 9X more connection requests*
- Great profiles ignite and fuel conversation and drive sales!



The basics

On your profile, make sure you have:

- ✓ Headshot
- ✓ Cover image
- ✓ Name
- ✓ Headline
- ✓ Detailed 'About' section



Headshot best practices

Headshots are the first thing people see when searching on LinkedIn, this is your chance to make a strong first impression.

Headshots should be:

- Taken within the last 5 years
- High-quality
- Professional

Headshots should not be:

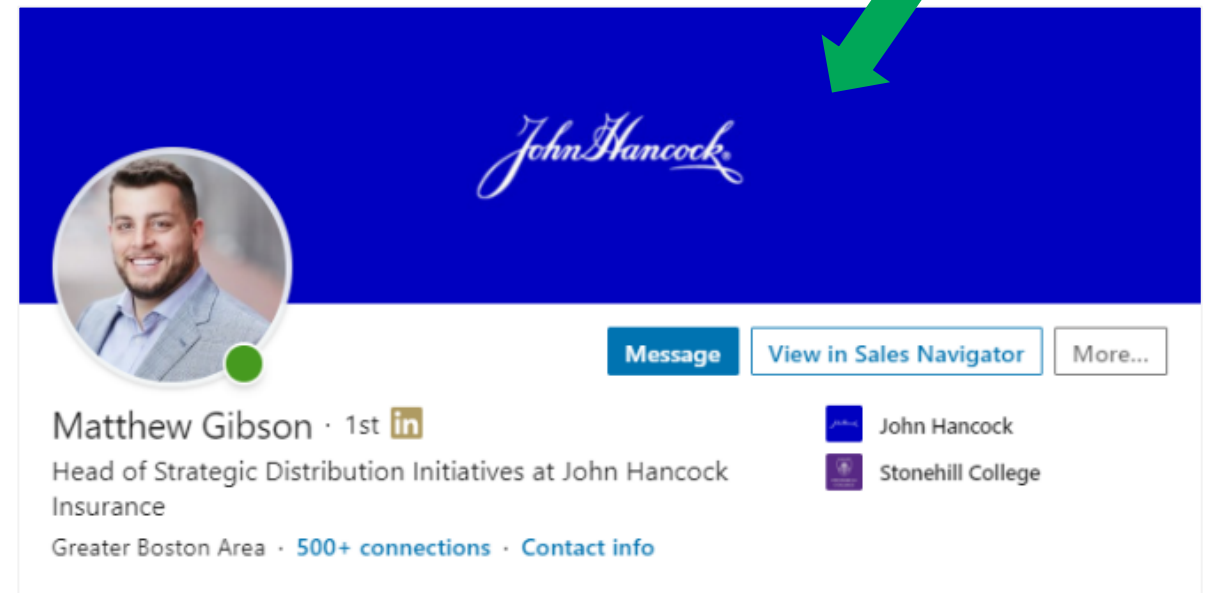
- Unprofessional
- Selfie

Cover photo

Cover photos are seen when someone visits your profile. Consider using a cover photo that displays your company logo (make sure this is in line with your company's social media policy.)

HOW TO: Add a new cover photo

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Click **View profile**
3. Click the **Edit** pencil icon to the right of your profile photo
4. Click the **Edit** icon on the top right corner of the background photo
5. Select an image from your computer to upload and click **Open**
6. Click **Apply** and then click **Save**



Your 'About' section

This paragraph is your 'elevator pitch' and should give someone a high-level snapshot of **you**. This is your chance to speak to your professional experience while letting your personality come through.

Tips

- Be authentic and show your humanity
- Write in 1st person
- Include keywords to enhance your searchability
- Keep under 900 characters

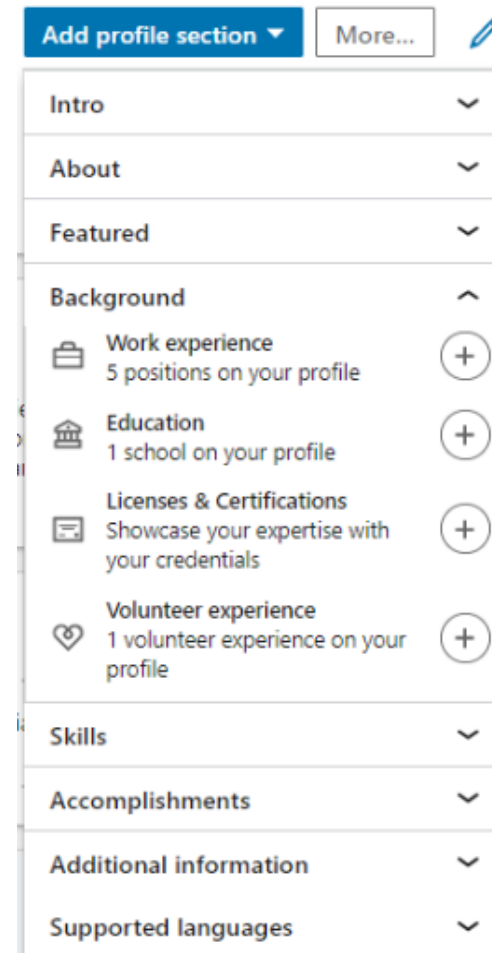
Questions to get started:

- What do you love about your industry?
- What are your top 3 responsibilities?
- What inspires you?
- What are your passions?
- What are your interests outside of work?

Adding new profile sections

A complete profile should include:

- About
- Experience
- Education
- Licenses & Certifications
- Volunteer experience
- Skills



Adding job experience descriptions

Give someone insight into your previous roles and responsibilities.


Highlight your experience:

- Keep to 1-2 sentences per role
- List all relevant work experience with details
- Keep in mind what your audience would want to see
- Add rich media: where possible, add relevant links that speak to a large project or initiative you were involved in

Claim a custom URL

Have an easy-to-remember URL to your profile.

- Your customized URL should always include your name (ex: www.linkedin.com/in/JohnSmith)
- Keep it simple. Random numbers or letters at the end of your URL will make it more difficult to find
- Spaces, symbols, and special characters are not allowed in the URL
- If your name is already taken, consider including a middle name, initial, or a unique variation that is related to you
- Consider adding this on your email signature and business cards

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/katiegreene 

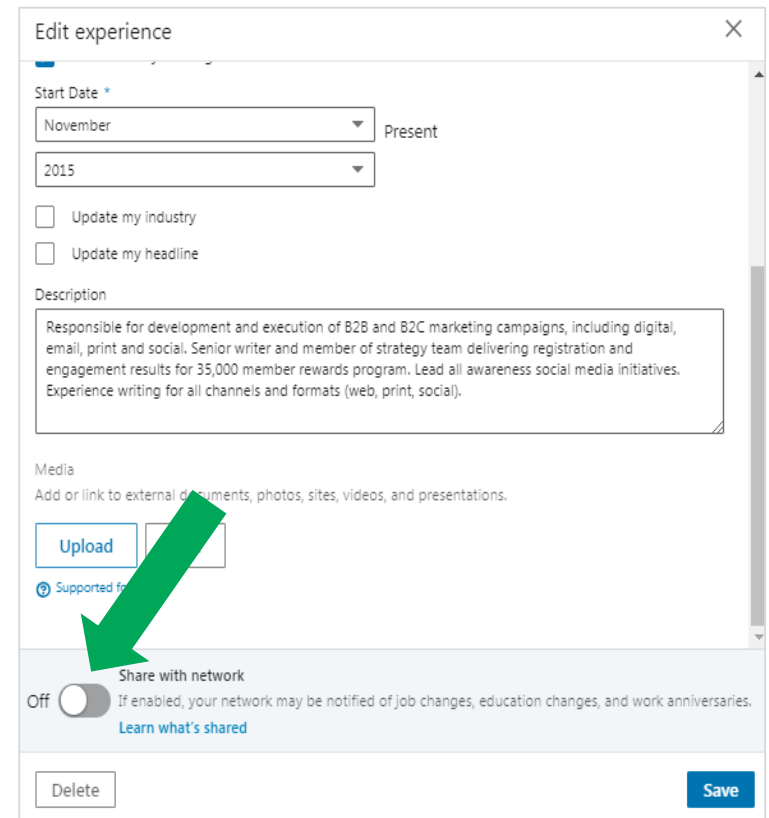
HOW TO: Claim a new URL

1. When on your profile, click on **Edit public profile & URL** in the upper right
2. A new page will open, click on the **pencil icon** in the upper right section next to your existing URL
3. A edit field will open, delete any numbers or letters
4. Adjust your name the click save
5. If that combination isn't available keep trying different variations

Make sure your network can see your activity

You have complete control over what people in your network see from you.

For updates you do want to share, make sure to look for the option to 'Share with Network' and toggle **ON**.



Edit experience

Start Date *

November Present

2015

Update my industry

Update my headline

Description

Responsible for development and execution of B2B and B2C marketing campaigns, including digital, email, print and social. Senior writer and member of strategy team delivering registration and engagement results for 35,000 member rewards program. Lead all awareness social media initiatives. Experience writing for all channels and formats (web, print, social).

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Supported for

Share with network

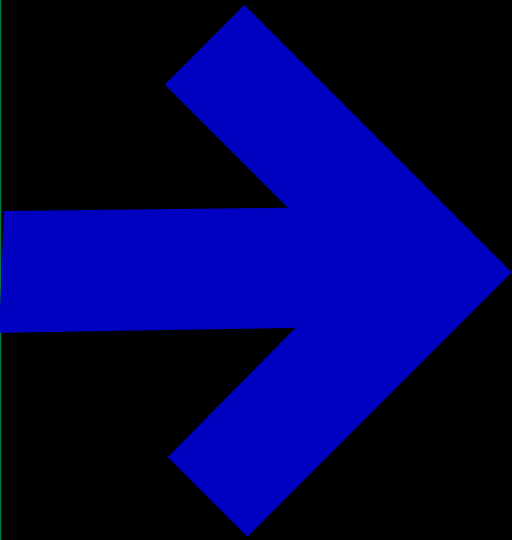
Off If enabled, your network may be notified of job changes, education changes, and work anniversaries. [Learn what's shared](#)

Delete Save

PROFILE CHECKLIST

Have you completed all the profile updates to get to 'All Star' status?

- Did you have a professional, current headshot?
- Do you have a cover image?
- Did you claim your custom URL?
- Did you write your About section?
- Did you include descriptions of your previous and current role?
- Did you include your education, licenses and approved professional designations?
- Did you set your Privacy Settings?



Thanks.

