Enhance Your Presence on LinkedIn

Every day, members access LinkedIn to read the latest industry news, participate in group discussions, and connect with other professionals. Use this guide to build a profile that quickly tells an impactful, professional story about you. Give other LinkedIn members a glimpse into who you are and get them excited to learn more about you, your team, and your organization. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

Build Your Profile

Follow these steps to build your profile on LinkedIn.

- **Use a profile picture** that represents you, professionally. This helps humanize your profile and makes you more approachable.
- **Use your real name** so that you are easy to find.
- **Write a headline** that creatively explains your value and passion for your job.
- **Add up to 3 websites**, such as your personal portfolio, your company website, and a link to your career page so visitors can learn more about you and your company.
- **Customize your URL** for your business cards and email signature, and be sure to use your work email address.
- **Think of your summary** as your "elevator pitch." It should tell people what they can expect from you, what you do in your current position, why your company is great, and highlight your strengths.
- **Make your profile more engaging** by sharing your standout projects with rich media. This is also a great way to showcase your company and employer brands.
Use the **experience** section to tell your story. LinkedIn is not a job board, so your profile doesn’t have to read like a resume. Write 2-3 concise sentences on your major wins for each position, and how you brought value to your team.

Having others recommend you is validation of your work and who you are as a professional. Ask people you have worked with in the past to write a recommendation.

Your **Skills & Endorsements** are like mini recommendations that speak to your skill set. You enter your skills, and then your connections can endorse those skills.

Follow your own **company**, your competitors, and companies you are interested in learning more about. Updates from companies you follow are shared to your newsfeed so it’s easy to stay informed about these companies.

Select **influencers** to follow and stay up-to-date on what’s happening in your industry.

Add your **schools**. Many people want to network with alumni from their school as you have something in common and an instant connection.

Join **groups** in the industries you work in and are interested in learning more about. Engaging in discussions will help you develop yourself as a thought leader in these industries. Leverage articles from your newsfeed or top influencers to start a conversation in a group.
Engage with Your Network

When you engage on LinkedIn by connecting with others, participating in groups, sharing content, and by liking and commenting on content that your network has shared, you increase your visibility and your brand. Here are some best practices that you can do daily to engage with your network on LinkedIn.

Connect Thoughtfully
Have a connection strategy. Connect with the following members on LinkedIn:

1. Your team
2. Other leaders in your organization
3. People you’ve worked with
4. People you’ve met at conferences, training, or other work-related events
5. Key vendors you work with regularly
6. People who you think might be great candidates for future roles at your company

If you’re reaching out to connect with someone you don’t know remember to introduce yourself and include a reason as to why you’re connecting.

Share Great Profiles
When you see members on LinkedIn who might be a good fit for your team or a partner team, share their profile and include a brief message why you think they might be a good fit for the team.

Share Jobs
Jobs that are shared are viewed 3 times more than jobs that aren’t, and have a higher apply volume. Be sure to “like” and share jobs posted on LinkedIn to help your company fill open positions.

Use Groups to Network
Participating in groups is a great way to start conversations, build relationships, expand your knowledge, and begin positioning yourself as a thought leader in your industry.

Increase Visibility - Update Your Status
Position yourself as an industry leader to your network by communicating via your status update. Share the following types of content on LinkedIn:

1. Company news
2. Industry articles
3. Influencer posts
4. Examples of company culture

As you begin sharing content, you’ll notice that members in your network will begin liking and sharing what you are posting.

Go Mobile
Download the LinkedIn app to your smartphone or tablet so that you can engage with your network on the go.