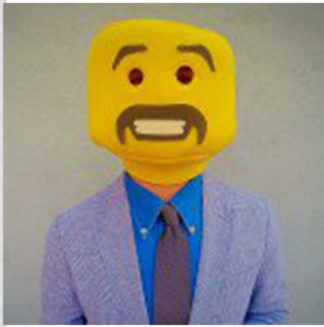




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Your LinkedIn Profile

2nd

How To Make It Engaging & Interesting

Brisbane, Australia | Internet

Current Security Company Pty. Ltd.
 Previous ACME Security
 Education Lego Land University

Connect

Send InMail



500+ connections

<https://au.linkedin.com/in/the-best-profile>

Contact Info

Background



Summary

LinkedIn is a powerful tool in today's business world - it is a professional network oriented social media platform that provides a way to connect with other professionals and helps you stay in contact with millions of users. LinkedIn can be used for exchanging knowledge, ideas and employment opportunities. This network has proven to be key in helping individuals to expand their networks, as well as finding jobs in their specific field. Here, we'll run through 8 tips to make your LinkedIn profile stand out!



Experience

Having The Ideal LinkedIn Profile

Loud & Clear

May 2015 – Present (1 year 1 month) | Brisbane, Australia

- Your Profile Picture

Your headshot is one of the most important elements of your LinkedIn profile. A good first impression encourages the viewer to read the rest of your profile - humans are visual creatures after all! In fact, your profile is 14x more likely to be viewed simply by having a profile picture.

- LinkedIn Summary

Enrich your summary and make it an interesting read. Are you looking for a new job? Do you want to meet investors? A mentor? What are you interested in? Summary is the place to express and describe this!

- Networking & Interacting

LinkedIn groups show up in your profile and demonstrate your interests. But beyond that, groups are a great way to meet people and have meaningful conversation. These groups are valuable when you contribute - you will get the same in return. Ask for help, and help others in return. They'll remember the favour!

- Completing your Profile

Take the time and complete your detailed profile in full, both for yourself and your company.

- LinkedIn Recommendations

These make for a priceless first impression! If people would gladly recommend your work, ask them to do so on LinkedIn!

- Content

Share articles, blog posts and features that showcase your achievements and skills. Add value by adding your thoughts and comments.

- Buzzwords

Be creative with keywords in your profile - it will increase your overall visibility to members.

- LinkedIn URL

Optimise and change your custom URL to your name. As LinkedIn is your calling card these days, you'll want to have a customised URL to share around!