

LinkedIn Profile Guide

LinkedIn is a powerful tool in today's business world, it is a professional network orientated 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 and it has been helping individuals expand their networks as well as find jobs in their field.

Here are 8 tips to make your LinkedIn profile standout:

1. **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.
2. **LinkedIn summary:** Enrich your summary and make it an interesting read, are you looking for a new job? Do you want to meet investors? Maybe you'd like to find a mentor? This is the place to express and describe yourself, your work history, your background and any other attributes.
3. **Networking and interacting:** LinkedIn groups show up in your profile and demonstrate your interests. But beyond that, LinkedIn groups are a great way to meet people in your industry and have a meaningful conversation. These groups can be a valuable resource when people can see your contribution! When you run into a challenge you don't know how to solve, find a group of similar professionals who've likely run into the same problem. Ask for help. And help others in return — they'll remember the favour!
4. **Complete your profile:** Take the time and complete your detailed profile in full, both for yourself and your company.
5. **LinkedIn recommendations:** These make for a priceless first impression! You know people who would gladly recommend your work, so ask them to do so on LinkedIn.
6. **Content:** Include articles, blogposts and features that showcase your achievements and skills.
7. **Buzzwords:** Be creative with Buzzwords and keywords so your profile, this will increase your overall visibility to other LinkedIn members.
8. **LinkedIn URL:** Optimize and change your custom LinkedIn URL to your first and last name. Since LinkedIn is your calling card these days. It is literally replacing the business card in certain circumstances, you'll want to have your very own customized, clean and relevant LinkedIn URL you can add to email signatures and more!