

Rock Your Profile

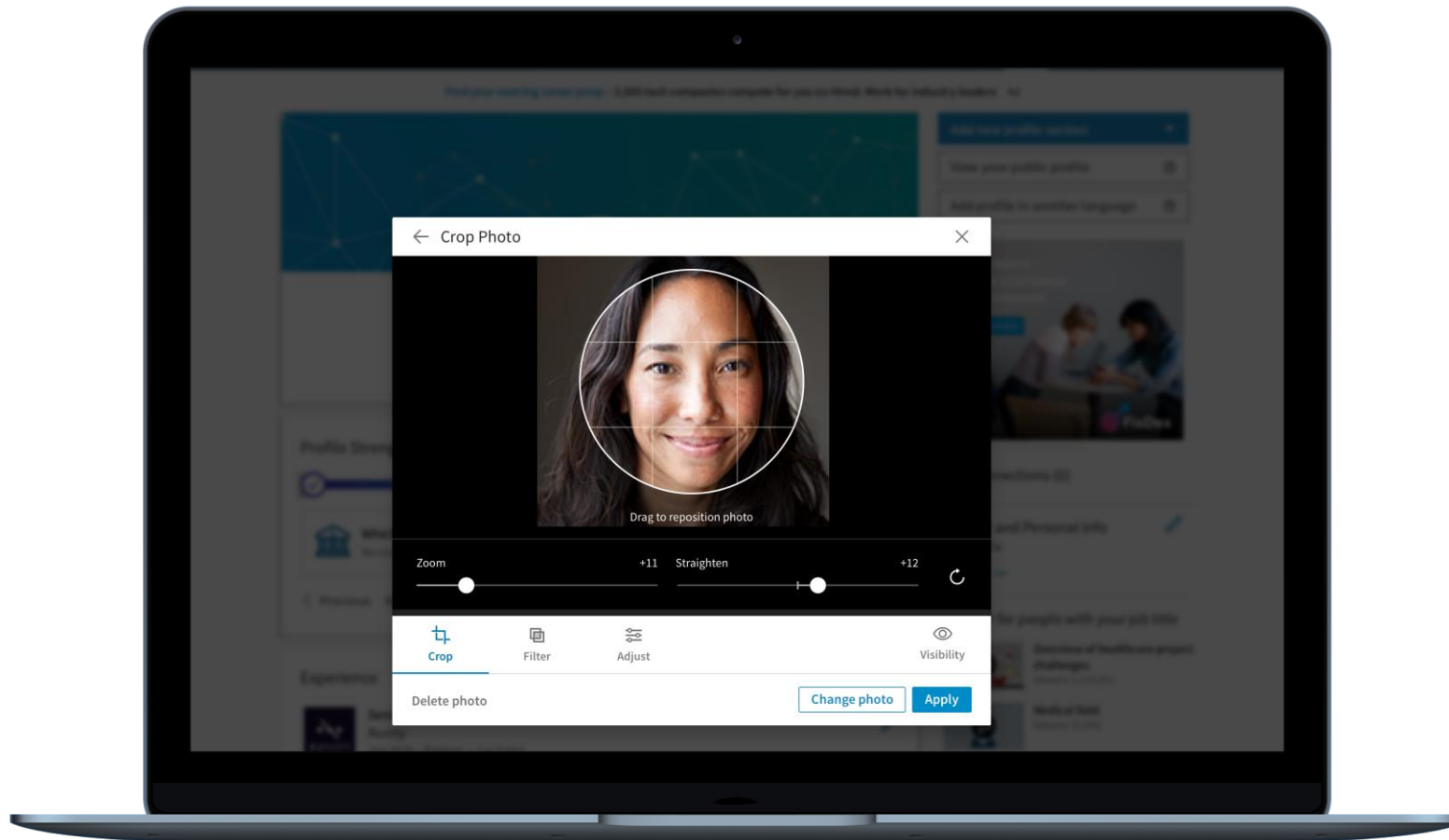
—



Your Profile, Your Story

Your LinkedIn profile is a digital portfolio that represents you and tells your professional story.

Think of it less as a resume, and more as a dynamic digital portfolio that's engaging, visual, and highlights your experience and skills to help you build your professional presence



STEP ONE

Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

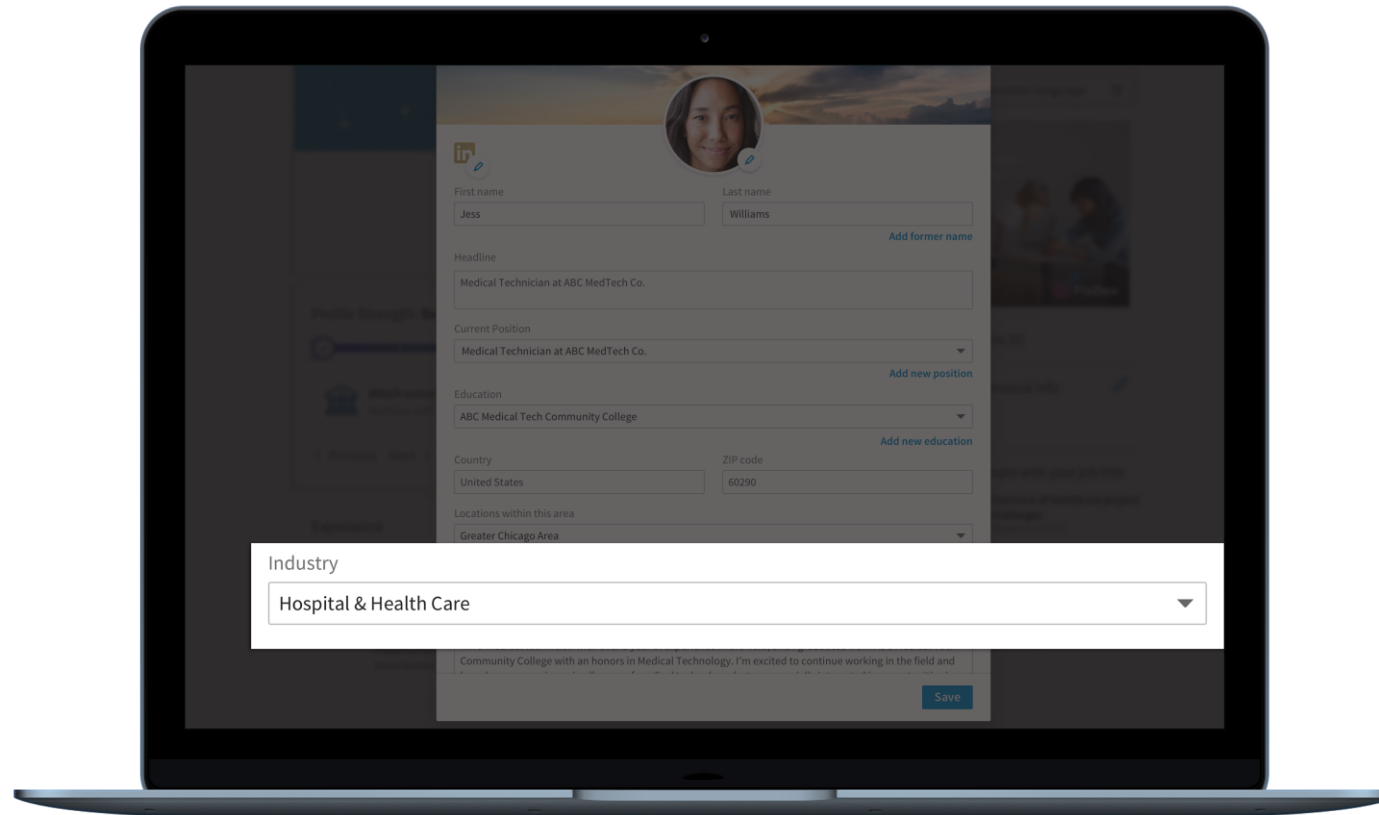
- Make sure that you select a LinkedIn profile photo that truly represents you.
- It doesn't have to be perfect, it just has to tell your professional community who you are.
- In fact, did you know that LinkedIn has photo filters that you can use to polish your photo? You can use them by clicking into the pencil to edit your photo.

STEP TWO

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week



- Adding your industry is really important. Often it's how others will find you and add you to their professional network.
- In addition, adding your industry will give you up to 9X more profile views!
- It's simple, click the pencil at the top of your profile where your headshot and name are and scroll down to edit or add your industry.

STEP THREE

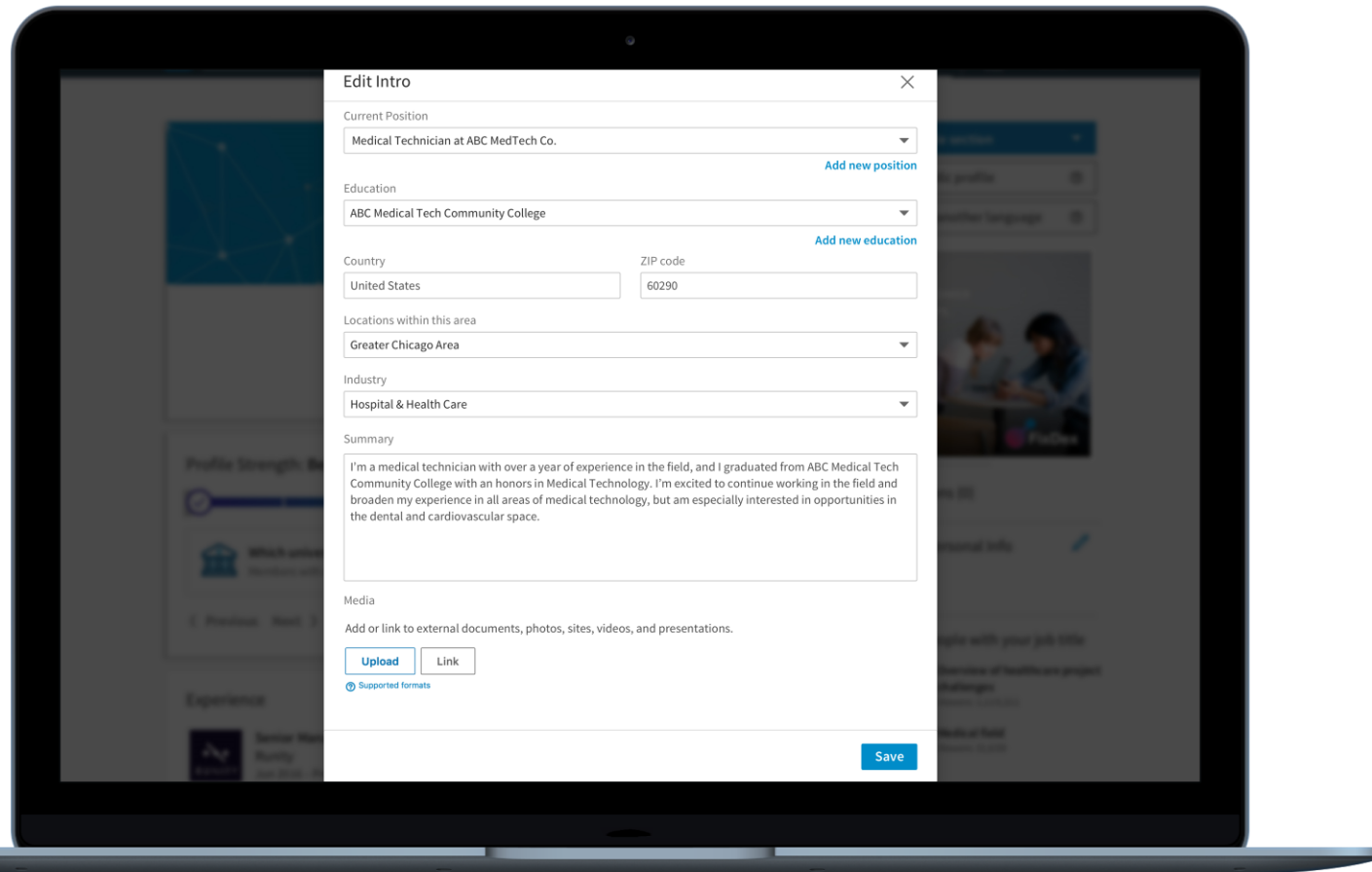
Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words, keep it short and simple

Feel free to highlight your unique talents and how you want to contribute



The image shows a laptop screen with a profile editing form titled "Edit Intro". The form contains the following fields and content:

- Current Position:** Medical Technician at ABC MedTech Co. (with a dropdown arrow and a link "Add new position")
- Education:** ABC Medical Tech Community College (with a dropdown arrow and a link "Add new education")
- Country:** United States
- ZIP code:** 60290
- Locations within this area:** Greater Chicago Area (with a dropdown arrow)
- Industry:** Hospital & Health Care (with a dropdown arrow)
- Summary:** A text box containing the text: "I'm a medical technician with over a year of experience in the field, and I graduated from ABC Medical Tech Community College with an honors in Medical Technology. I'm excited to continue working in the field and broaden my experience in all areas of medical technology, but am especially interested in opportunities in the dental and cardiovascular space."
- Media:** A section with the text "Add or link to external documents, photos, sites, videos, and presentations." and buttons for "Upload" and "Link". Below these buttons is a link for "Supported formats".
- Save:** A blue button at the bottom right of the form.

STEP FOUR

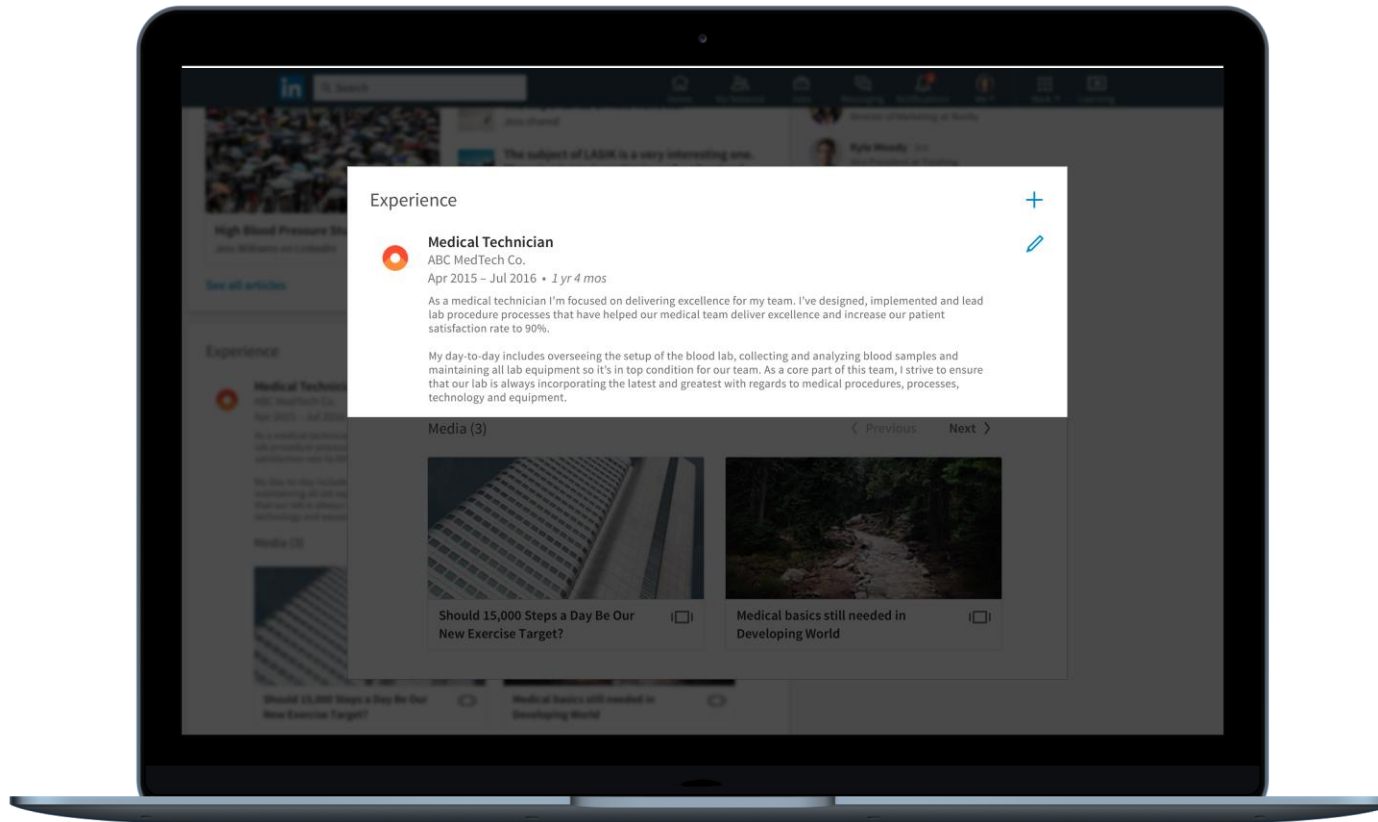
Detail your work experience

Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

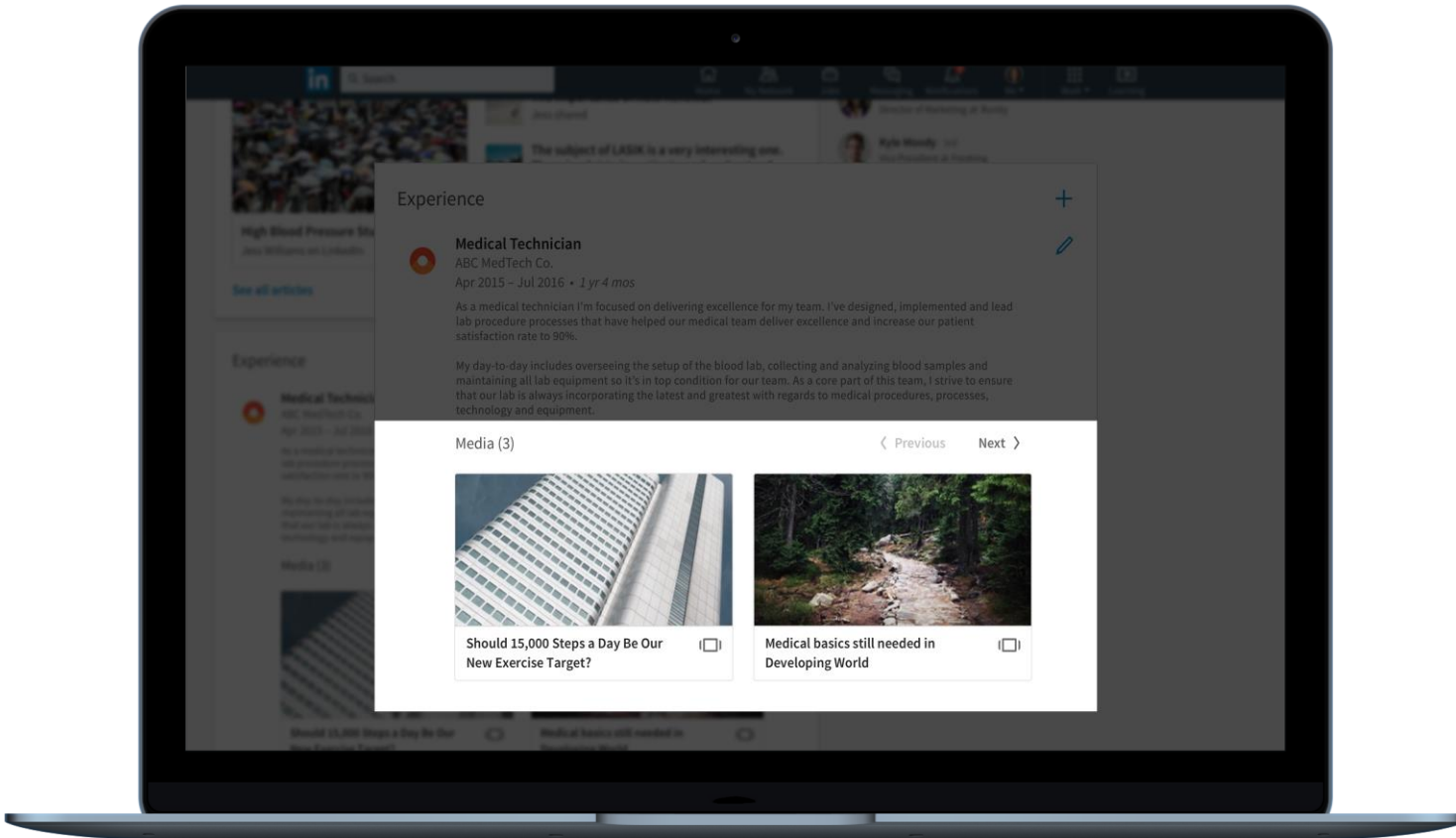


- Experience is your opportunity to tell your professional story and talk about your accomplishments within each of the roles you've had.
- A great way to showcase your experience is to write it in short paragraph form rather than bullet points. You can use a couple of bullet points here and there, but the majority should read like a story, your professional story.
- If you've worked at a start up company or a smaller company that isn't as well known, give a brief introduction to the company before detailing your experience.
- Lastly, it's great to talk about what you did in your role, it's even better to showcase the impact you had, results you delivered and change you created.

STEP FIVE

Add Examples of Your Work

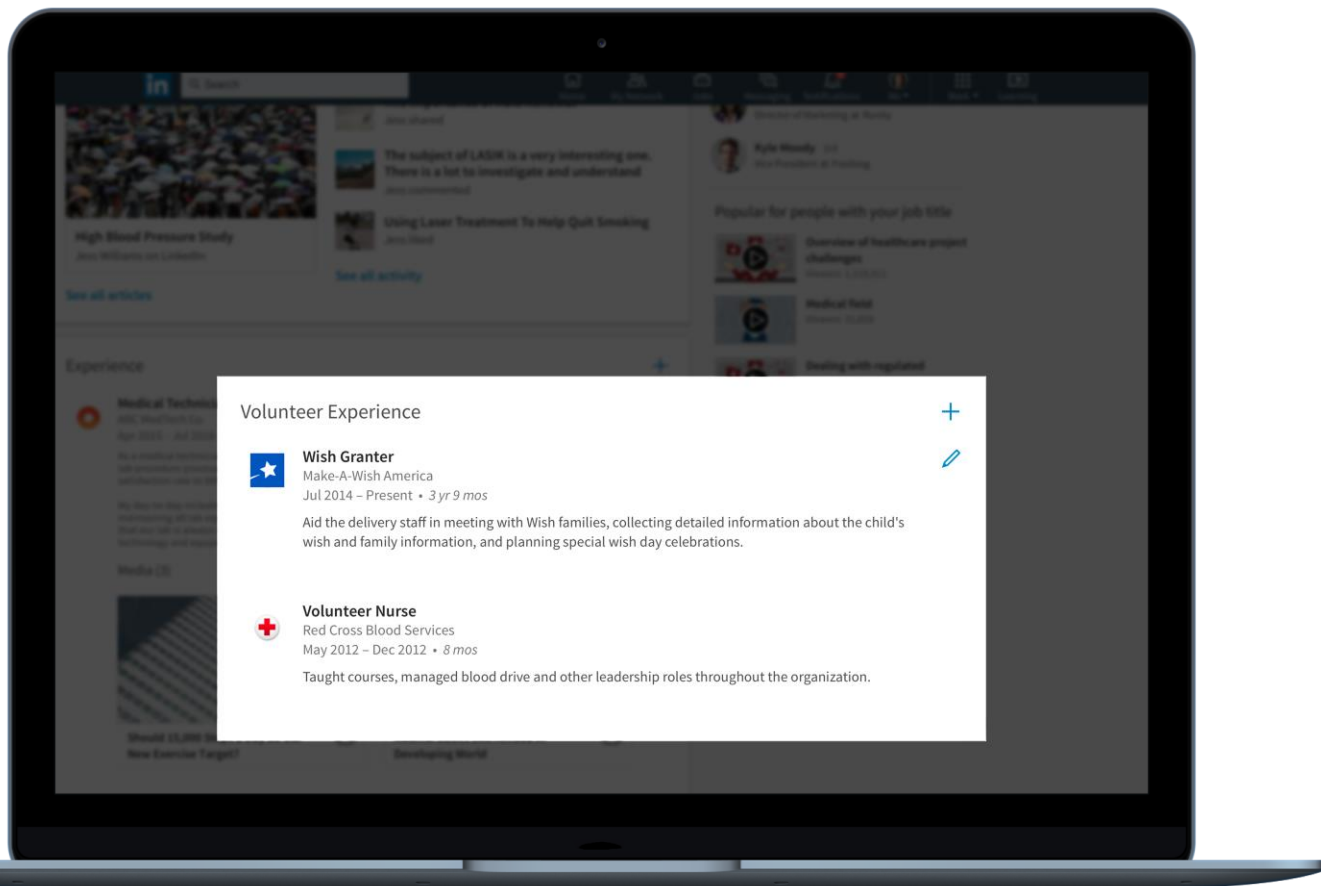
- Upload photos, presentations, and videos that visually enhances your profile
- Give a dynamic, visually appealing representation of your professional story
- Keep in mind, this doesn't have to be content you own. For example, if your company has a brand video or company brand assets, you can use them in your profile (especially in your experience section).



STEP SIX

Add Volunteer Experience

- Members who add volunteer experience and causes get up to **6x** more Profile views than those without.
- Make sure you add your volunteer experience and give a quick 1-2 sentence description of what you do for that specific organization.
- Did you know that almost half of all hiring managers say they view volunteer experience as equivalent to formal work experience? It's an important part of your professional identity.





Build Thought Leadership: Your Voice on LinkedIn

Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

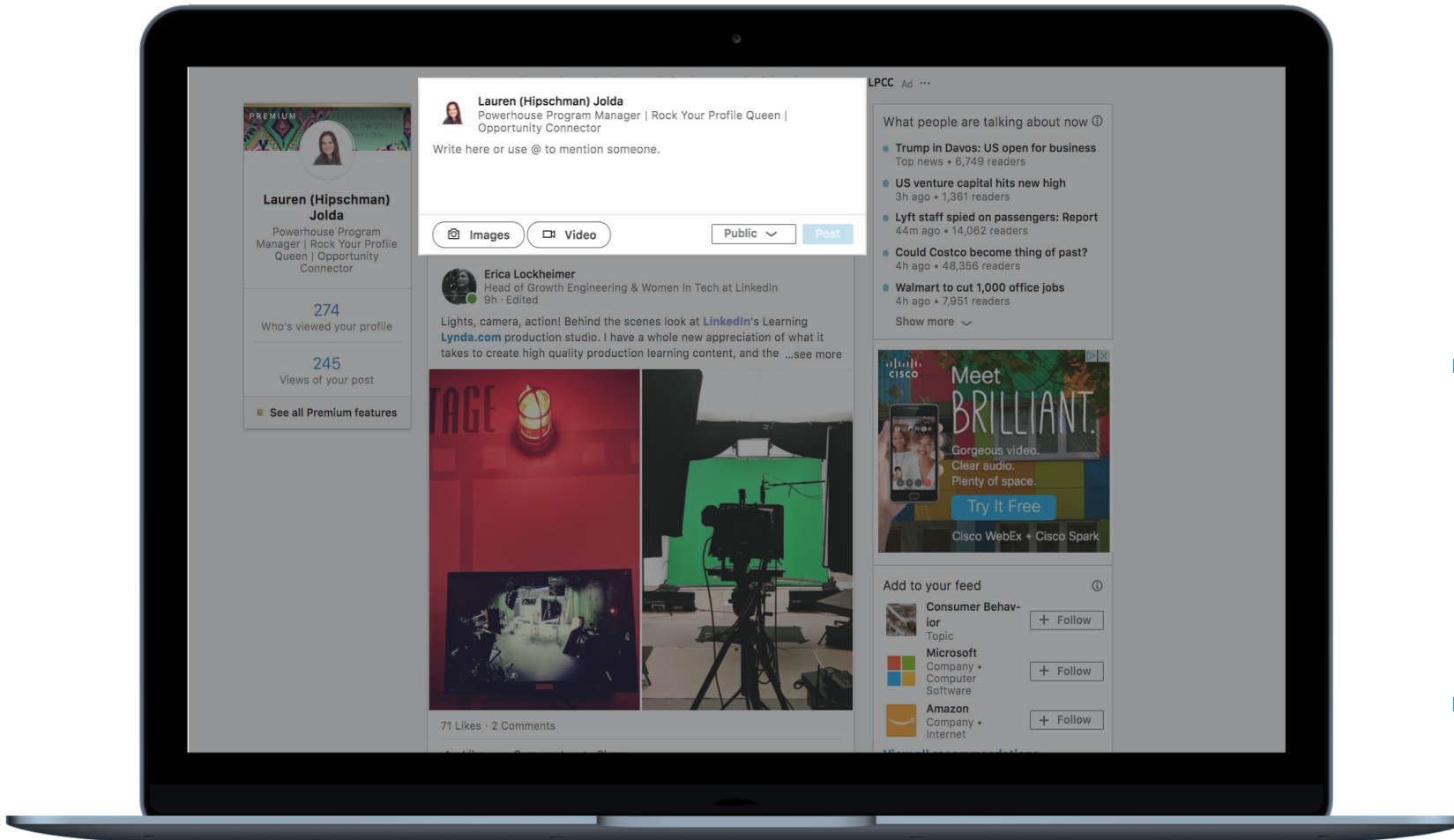
Deeply explore topics that matter to you, then watch the comments to see your impact

- Sharing updates is a way for you to quickly share your knowledge, perspective and insight on what you care about.
- Publishing content is a way for you to explore a topic by writing a long form post.

SHARING UPDATES

Share Status Updates

- Get started by sharing a status update on your homepage. You'll see the share box at the top when you sign into LinkedIn.
- There's a couple of things that can help your status update stand out from the crowd.





Best practices for sharing updates

1. Share your authentic voice: LinkedIn is a platform where you can have your voice heard by your professional community. Be authentic, stay on brand and show up consistently.
2. Post frequently: by sharing frequently, you create more opportunities for you and your content to be discovered. PRO TIP: Add a reminder to your calendar to post something once a week or every day.



Best practices for sharing updates

3. Start a conversation or share your point of view: post something quick and snappy that engages your professional community. Pose a question, provide your perspective on current events or an article or give an insider point of view. The more people engage with the content you post, the more it gets shared and noticed in the feed.



Best practices for sharing updates

4. Include rich media to increase engagement: include photos and videos to help your post stand out. Posts that include rich media get more comments and likes.
5. Create an opportunity for reciprocity: when posting a status update, think of things you can share that will benefit your professional community.
This also goes the other way, use status updated to pose a question or get insights and thoughts from professionals you care about.

Publishing on LinkedIn



Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online

Publishing content is a great way for you to explore topics that matter to you and to share your expertise and insights with your professional community. Remember, when you publish content on LinkedIn, it:

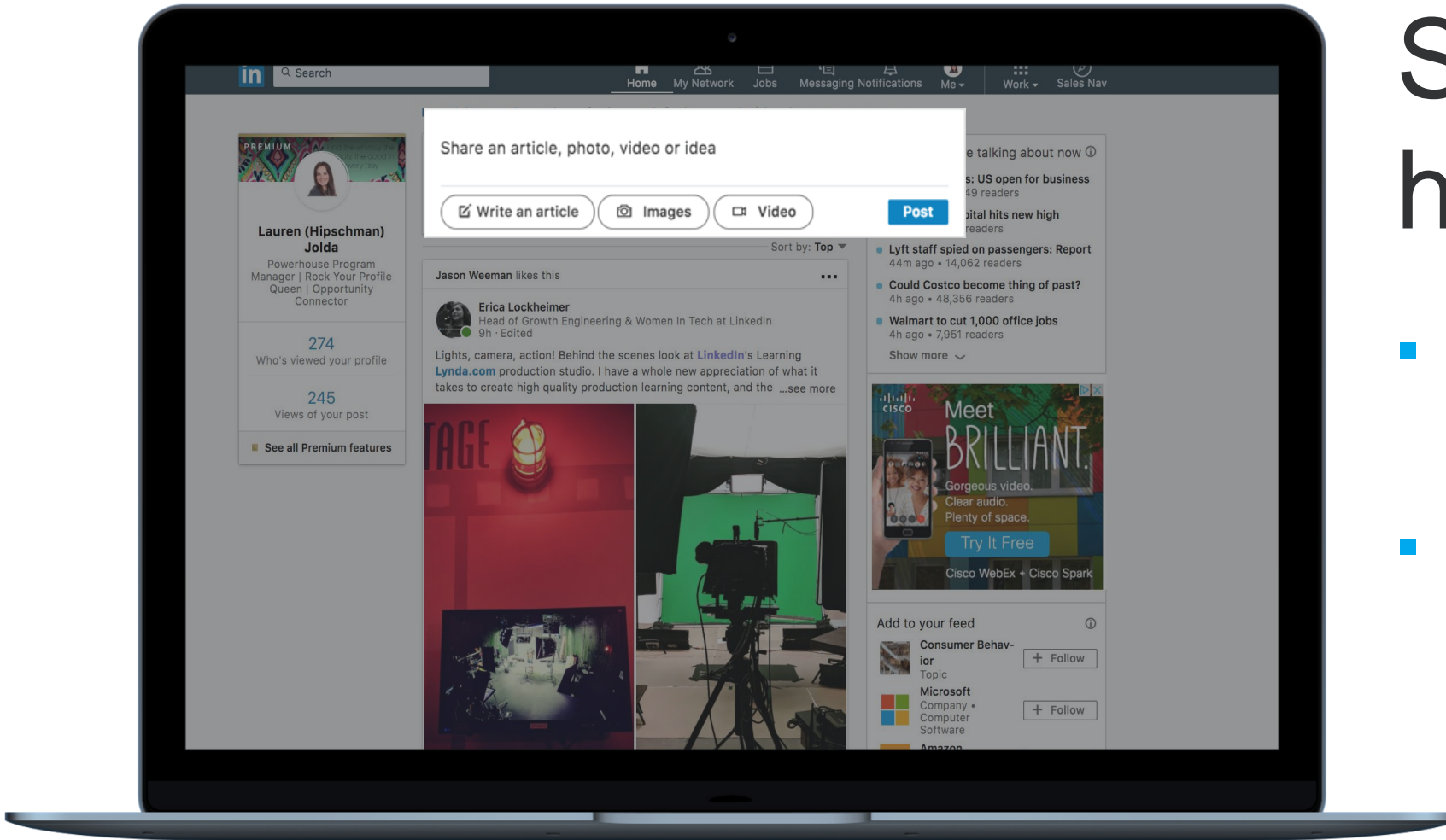
- Becomes part of your profile
- Gets shared with your network
- Reaches the largest group of professionals (over 540M+ to be exact)!

Once you've published content, people can follow you to stay on top of what you say + post on LinkedIn. Publishing content on LinkedIn is a great way to establish thought leadership within a community of professionals who matter to you.

PUBLISHING

Start on your homepage

- Similar to sharing status updates, you can get started on your home page.
- Select “write an article” and get started





Best practices for publishing content

1. Create a headline that captures attention: Ask yourself if you would click on it in your busy day.
2. Include a photo to stand out: always make sure you add a cover photo as well as photos throughout your article to break up content. Articles with cover photos get more views and comments than those without
3. Be authentic, use your voice; make sure you show up as your authentic self. You have a lot of experience and expertise and people want to hear your views, your insights and your perspective.



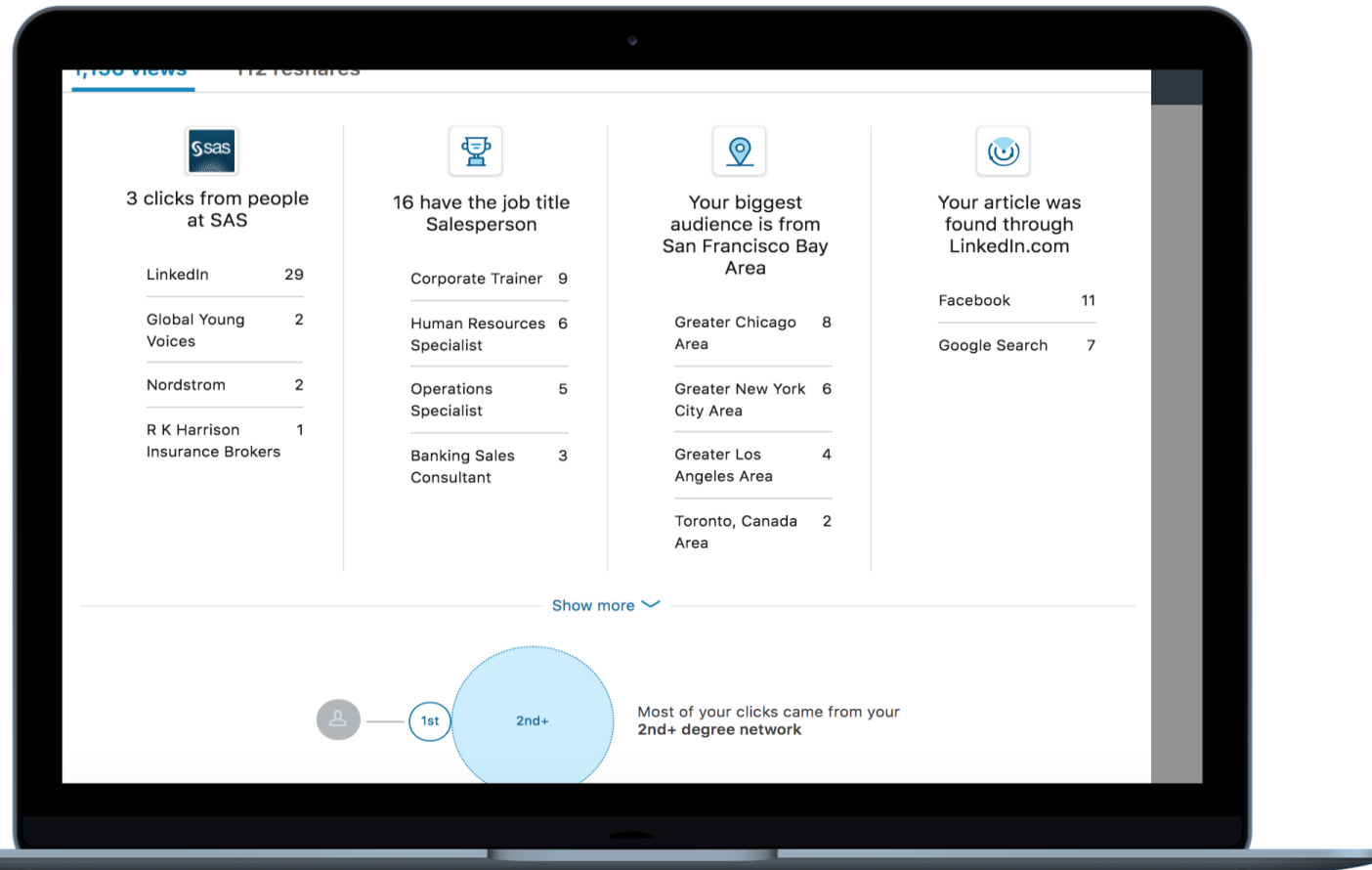
Best practices for publishing content

4. Think about your audience: Remember to think about your audience and what they would benefit from. Tailor your content to give back to your professional community.
5. Article length matters :You can write a long form post, but make sure it isn't too long.
The sweet spot for article length is about 600 -1,000 words

PUBLISHING

Track your progress

- Simply click the “view stats” button within your published article to pull up analytics that will help you target the professionals who can benefit most from your perspective and expertise.
- Track your progress regularly to see how your content resonates with your professional community.



A woman with long brown hair and glasses, wearing a blue sweater, is clapping her hands. She is smiling and looking to her right. The background is a blurred outdoor event with palm trees and a building. The entire image has a blue tint.

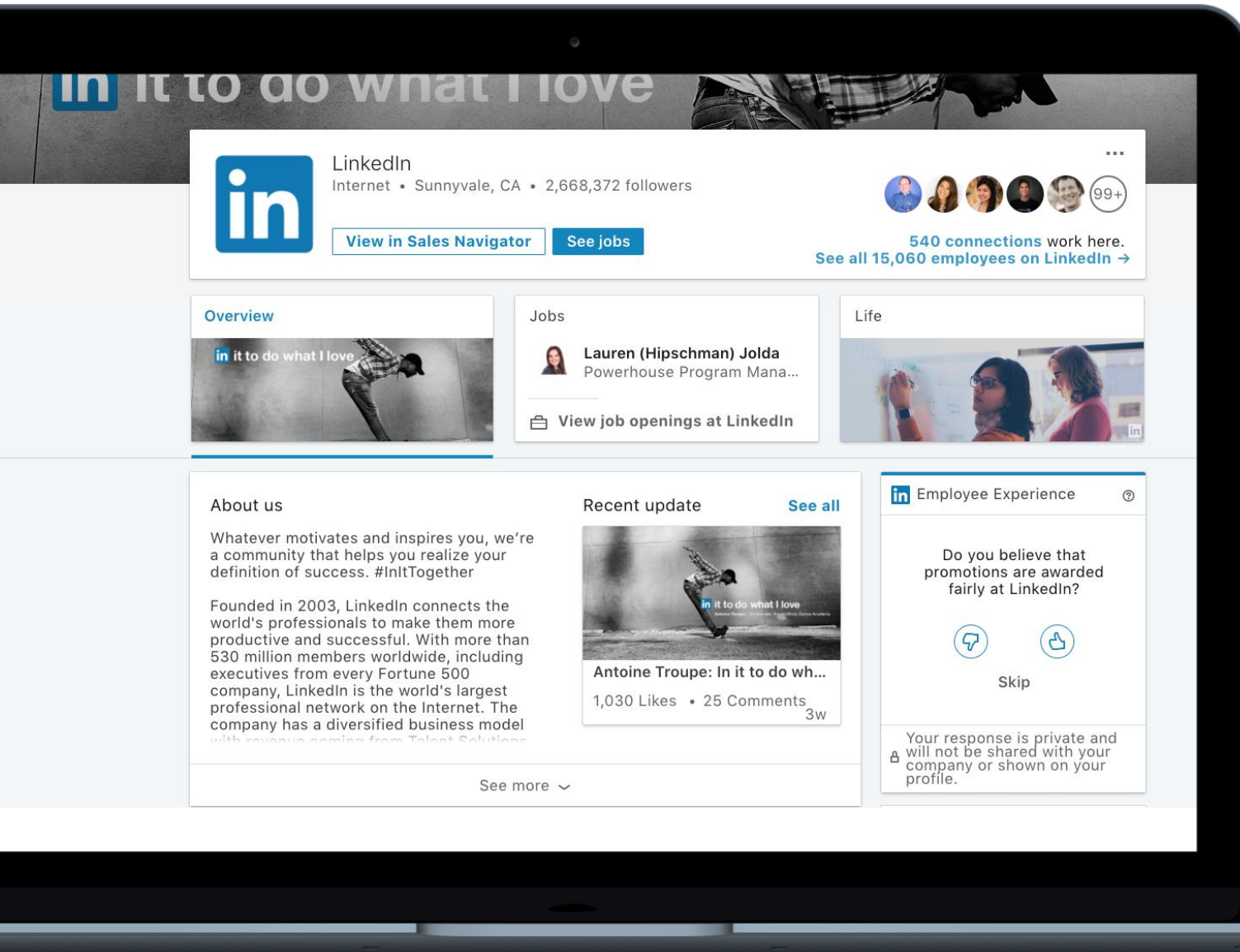
Gain Knowledge and Insights

LinkedIn helps you stay on top of the news, content, companies and professionals that matter the most to you.

GAIN KNOWLEDGE

Follow Companies

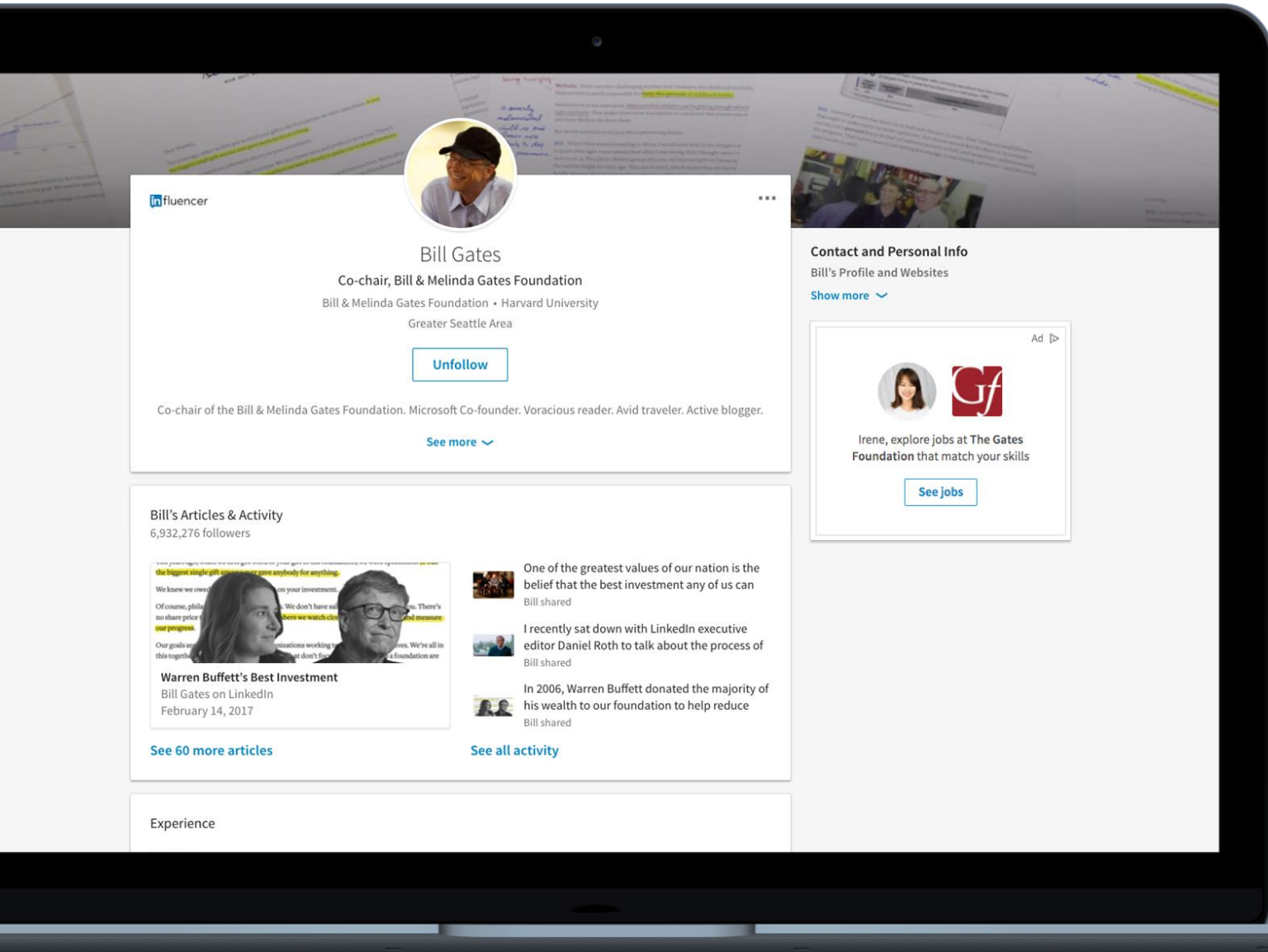
- Stay connected to the companies that matter most to you by following them.
- You can do this by following the company's page (simply search for them under "companies" in the search box)
- Following a company helps you stay on top of news, trends and new product launches for that company.



GAIN INSIGHTS

Follow Influencers

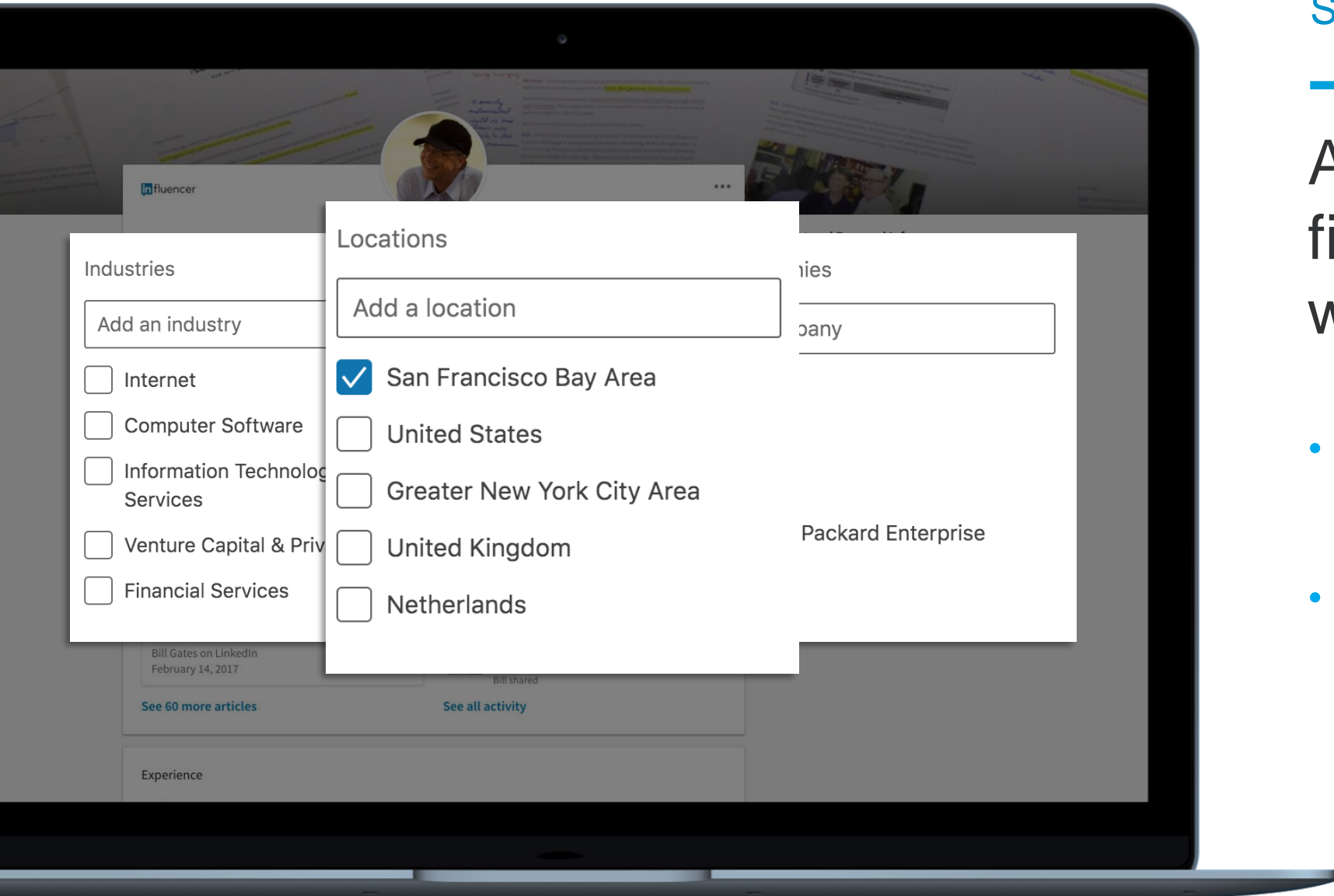
- Follow industry influencers to stay on top of key trends, topics and insights from the people you respect and admire.
- When you follow an influencer, you can see their activity across LinkedIn in the feed.



SEARCH AT SCALE

Advanced search filters help you find what's important

- LinkedIn has advanced search filters to help you find what matters most quickly
- Searching for Jobs, Companies or people? Turn on your desired filter to get all the most relevant search results.



CUSTOMIZE YOUR FEED

See the news, content and posts that matter most

- As a member on LinkedIn, we give you full control over your LinkedIn feed.
- We want to empower you to consume the content that matter most.
- Manage your feed preferences by clicking on the 3-dots on the top right of any post and select improve my feed.
- Follow or unfollow people, companies and influencers.
- Hide posts that aren't relevant to you. Click the 3-dots on the top right and select hide post.
- You can also report inappropriate content if you ever see it, and it will flag that to our teams so we pull it out of the feed.

