

KeySteps for Professionals

Guide to The Art of **Linked**

Learn How to Create
an Outstanding Profile
&
How to Leverage your Network
on LinkedIn

www.keysteps.ie



THE PERFECT PROFILE PHOTO

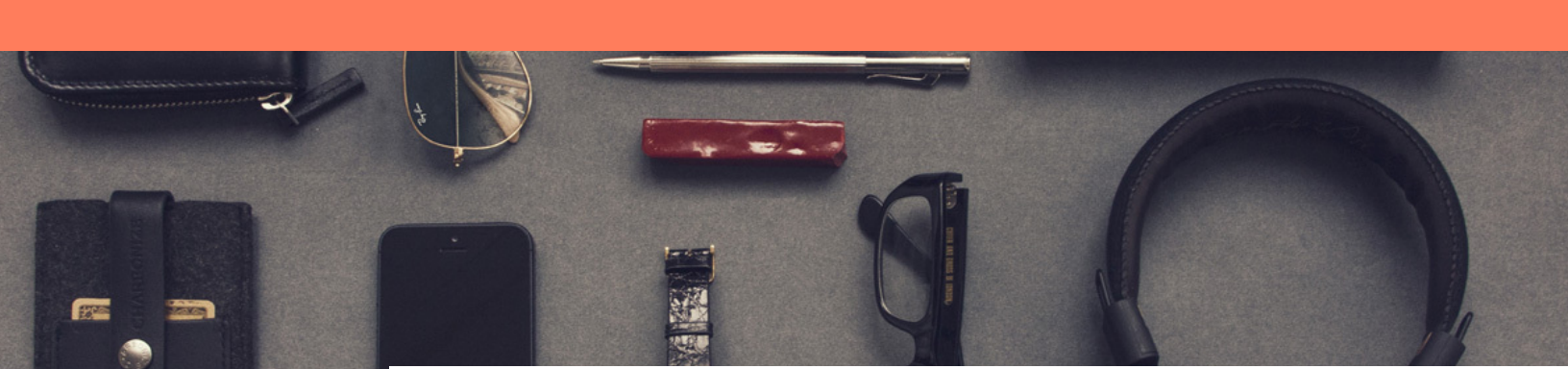
- Having a professional LinkedIn photo makes your profile 14 times more likely to be viewed.
- The photo should be a shot of you by yourself and not cropped from a group photo.
- Ideally you should have your photo taken professionally, but if this is not possible then ensure that your photo's background is a blank wall or a scenic background and that you are the main focus of the photo.
- You should dress modestly in clothes you consider to be business casual.
- ***Top Tip: Open lips and closed teeth give you a 7 times higher chance of people connecting with you!***

COMPLETE YOUR PROFILE

Make sure your Profile is 100% Complete

- ▶ LinkedIn measures your profile strength from 0-100%.
- ▶ The higher your level of completeness, the more frequent your profile will show in searches relevant to you.
- ▶ So, if you want to be easily found by recruiters and your industry this is essential!





Personalise your Headline

- ▶ Optimise your headline with a **personal tagline** or headline instead of the standard default which is your current title and company.
- ▶ This is what is seen next to your name when it comes up in a standard search so you need to highlight your main skills.
- ▶ Write a headline that **supports your goals** and entices the reader to want to find out more from your summary. Ask yourself, what do I want to be known for?
- ▶ For example, if you are a Digital Marketing Consultant you could use; Social Media Strategist | Inbound Marketer | Copywriter | SEO | Marketing Strategist

JOB DESCRIPTIONS

- ▶ Write a powerful job description that highlights your best results and achievements.
- ▶ Quantify results as much as you can. Use words such as 'sizable increase' or 'double figures' so that you can remain confidential about company information yet still comment on your successes.
- ▶ Be concise and try to stick to 3 paragraphs to capture the attention of the reader.



CUSTOMISE YOUR URL

- ▶ The default LinkedIn profile URL is a mess of letters, numbers and dashes.
- ▶ You want to use a customised URL for your profile such as



Here's how to do it:

- ▶ You'll see a URL link under your profile photo like www.linkedin.com/in/yourname.
- ▶ Move your cursor over the link and click the Settings icon next to it.
- ▶ Under the your public profile URL section on the right, click the Edit icon next to your URL.
- ▶ Type the last part of your new custom URL in the text box. Click Save.

EMPLOYMENT HISTORY

- ▶ Your work experience is one of the most important details of your profile and so you must display these key details for each job that you list;
- Job Title, Dates of Employment, Job Description, Awards and Achievement





SEARCH ENGINE OPTIMISATION

- ▶ Optimize your profile for the LinkedIn search engine, by using keywords in your profile that people use when searching.
- ▶ You must put yourself in recruiter's shoes and establish the keywords they would search for when seeking applicants.
- ▶ For instance, when you list skills like “Final Cut Pro” and “Photoshop,” potential employers may come across your profile when they perform an advanced search based on those keywords. Handy.
- ▶ For example, if you were an accountant, would they search for "CPA" or "Certified Public Accountant". A useful way to approach this is to first make a list of all the keywords relevant to your work experience and goals.

Using LinkedIn Groups



- ▶ Currently LinkedIn allows you to join up to **50 groups**.
- ▶ When you join various groups you can see your other group members and they can also see you. So, by joining a group you immediately and greatly add to the number of people who can find you in search.
- ▶ The main way to find groups relevant to you is to use **keywords** when searching.
- ▶ Group messaging ; You can send **15 free 1:1 group messages** to fellow group members each month. This limit is set for all the groups you belong to and not for each group individually. If you go over the limit, you'll see an error message until the next month begins .
- ▶ Some beneficial Irish groups for professionals include **College Alumni, Trade Associations, Regional Business Networks and Business Groups** such as the Irish Business and Professional Network.
- ▶ Leverage your connections in groups by frequently commenting and sharing insights. Your comments and posts are visible to everyone in the group .
- ▶ If you want to share your content then you need to craft it for the forum you want to post in and ensure that the goal of the content is to provide value *first*

Manage your Endorsements

- ▶ LinkedIn ranks your skills based on the number of endorsements you have received.
- ▶ You can, however, edit this and rank the top skills that you want to be more recognised for instead. It's the LinkedIn equivalent of putting your best foot forward!
- ▶ To rearrange the order of your skills and endorsements;
- ▶ Click **Edit Profile** under the Profile heading.
- ▶ Scroll to the Skills section and click Edit, and make sure you're in the Add & Remove view. **Click and drag** the skills you want to move to reorder them, and then click save.



Build Credibility with Recommendations

- ▶ Seek Endorsements and Recommendations from former employers.
- ▶ If you feel uncomfortable about asking a person directly then endorse someone you respect and see if they return the favour.



Post on LinkedIn's Publishing Platform

- ▶ LinkedIn has its own publishing platform, **Pulse**.
- ▶ You can access it via the 'Write an Article' under your profile.
- ▶ One of the key benefits of the publishing platform is that your posts are **seen by the entire LinkedIn community**, not just your connections. Just think about that for a second and realise the huge benefit of spending time writing an article about your industry or profession!
- ▶ Ideally, try to publish at least **twice a month**.



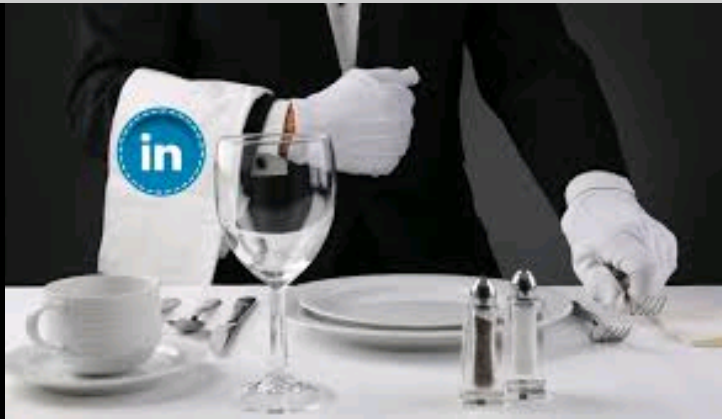


USING ADVANCED SEARCH

- ▶ Advanced Search lets you define, widen or refine your search scope
- ▶ If you would like to search for an exact phrase, you can enclose the phrase in quotation marks
- ▶ If you would like to do a complex search you can use parenthesis to add more terms to your search
- ▶ If you would like to search for profiles which include two terms, you can separate those terms with the uppercase word AND. However, LinkedIn is pretty smart and automatically assumes there is an AND when you enter two terms together so you really don't need to use AND unless you want to
- ▶ If you would like to find profiles which include one or more terms you can separate those terms with the uppercase OR.

LINKEDIN ETIQUETTE

- ▶ It's important to personalize all connection requests and avoid sending the default message. Many people on LinkedIn don't appreciate random requests without a personal message.
- ▶ Respond promptly to messages; 1-2 days is advisable
- ▶ Make your contact list open to your connections
- ▶ Introduce your connections to each other; The best way to eventually gain referrals is by giving them to others.
- ▶ Don't ask new connections to endorse you until you have built up a relationship with them



LINKEDIN TIPS

- ▶ Turn off Notifications when updating your profile
- ▶ Never send a message with the comment, 'I see you viewed my profile'.
- ▶ Don't send messages to multiple people without unselecting, "Allow recipients to see each other's names and email addresses".
- ▶ Avoid posting more than one status update per day on LinkedIn and definitely not more than two.





Congrats!

You're now a LinkedIn Superhero!

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www.keysteps.ie