



# LinkedIn Optimization

## 1. INTRO

**Name**

**Headline :-**

Eye catchy and related to your profession and career. Focus on the most important aspects of your professional identity and avoid jargon

**Example:-**

- Dedicated [Your Field] Graduate Pursuing Excellence in [Industry] | Eager to Bring Fresh Perspectives and [Skill/Attribute] to Your Team.
- Recent (Name of field) graduate with a passion for (Technical skills/Job profile/ Career profile)
- Aspiring Digital Marketing Specialist | Certified in Google Analytics, SEM & SEO | Passionate

## 2. Profile Picture and Banner: -

Your profile picture of LinkedIn should be in formals, front facing and clearly visible. Avoid side angles and selfies.

Create banner which is related to your profession.

**Open To Work (Update it): -**

Click on profile picture, and select add frame- Open To Work

## 3. Summary: -

Add your People's skills, experience, technical skills, achievements. It should be written point wise.

## 4. Education: -

Add your education qualification.

## 5. Licences and Certifications: -

Add Certifications and Licences.

## 6. Connections: -

Expand your professional network by sending connect requests to your colleagues, people of same field, Talent Acquisitions of Companies.

## 7. Start Creating Post: -

Add posts and articles. Create posts related to learning, Wisdom, knowledge, skills.

### Captions

- First line should be anchor/hook related to the caption.

**Example-** “My first biggest achievement”, “Why consistency is the key”, “One of the important aspects of Presentation Skill is Body Language”, “Exciting Opportunity to Enhance My Presentation Skills”

- After 1<sup>st</sup> line the rest captions should be in pointers.

Example: - I recently had the incredible chance to practice and refine my body language while presenting in front of an audience. Here are some key takeaways that I found particularly impactful:

- ◇ Stand Tall and Confident: Maintaining a straight posture not only boosts your confidence but also commands attention from your audience.
- ◇ No Slouching: Keeping a straight back ensures you appear professional and engaged.
- ◇ Controlled Hand Movements: Avoiding extreme hand movements helps in keeping the focus on your message rather than on your gestures.
- ◇ Balanced Stance: Keeping your feet shoulder-width apart provides a stable base and helps in maintaining balance throughout the presentation.

## 8. Send Cold messages:-

### Example:-

- Message for Mail:-

Dear (Name)

I am \_\_\_\_\_ and I am glad we have been connected on LinkedIn.

I wanted to reach out to you as I greatly value your insights and professional network and I am ready to grow in my career and want to explore opportunities for Career. Whether it's within your own organization or through your connections,

I would deeply appreciate any guidance or recommendations you could offer. I am particularly interested in roles related to \_\_\_\_\_

I have attached my resume for your reference.

Thank you

Your Name

- **LinkedIn Conversation (After connecting to HR)**

**Message1** - Thank you for connecting.

(Let HR reply)

**Message 2**- I wanted to reach out to you as I greatly value your insights and professional network and I am ready to grow in my career and want to explore opportunities for Career. Whether it's within your own organization or through your connections, I would deeply appreciate any guidance or recommendations you could offer. I am particularly interested in roles related to \_\_\_\_\_

I have attached my resume for your reference.

Thank you

**END**