

ROADMAP TO LinkedIn PROFILE SUCCESS

BUT FIRST, THE LINKEDIN FACTS

05/05/03 : LinkedIn launch date
430M : registered users and growing
2 : number of new members per second
930 : average number of connections
24 : languages LinkedIn is currently available in
40M : number of students and recent college grads on LinkedIn

56%

44%

6 P'S OF IRRESISTIBILITY

Profile Pic

Personalize

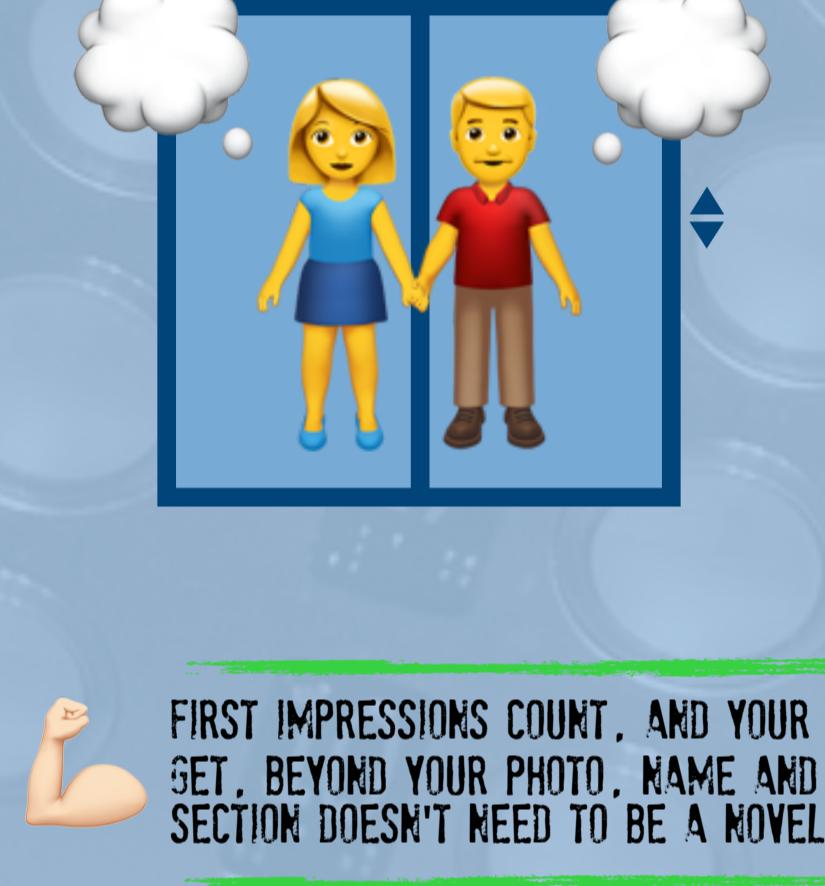
Pitch

Pics & Vids

Prose

Passion

PROFILE PIC #1



profiles with a photo get viewed 11X more

Select a photo for your profile that represents you. It doesn't have to be professionally done, but it also shouldn't be one of you doing a keg stand last weekend. Not having a picture on your profile will make people assume one of two things: 1) You have zero presentable photos, or 2) You don't know how to upload a photo.

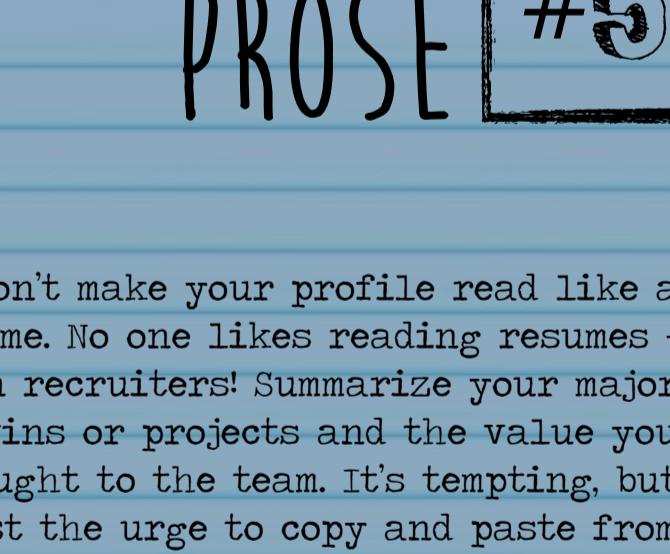
A 'PROFILE PICTURE' HELPS TO HUMANIZE YOU AND TO MAKE YOU MORE APPROACHABLE. ACCORDING TO MANY HEAT MAP STUDIES, THE PROFILE PICTURE IS THE FIRST PLACE MOST PEOPLE LOOK!



#2 PERSONALIZE

By default, LinkedIn will make the headline your 'Job Title @ Current Company' which = BORING! This simple one line should make a visitor want to read more about you! What would you rather read?

- ◆ "Copywriter who knows how to craft web content that goes viral. Oh, and you'll never beat me at Scrabble!"
OR
- ◆ "Account Manager at ABC Company"



AFTER NAME AND PHOTO, YOUR 'HEADLINE' MIGHT BE THE MOST IMPORTANT PART OF YOUR LINKEDIN PROFILE. IT ACCOMPANIES YOUR NAME AND PHOTO IN MANY LINKEDIN ACTIVITIES.

#3 PITCH

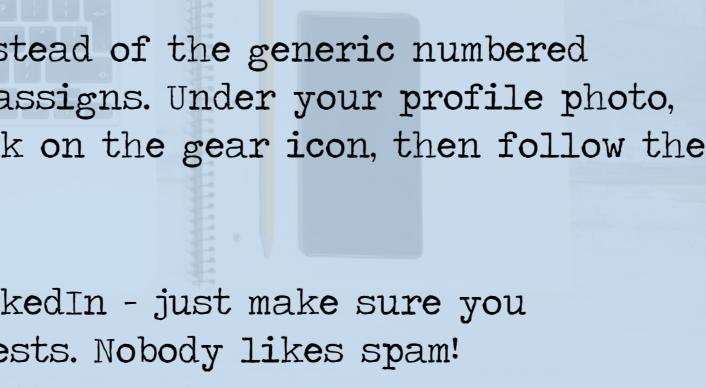
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Think of your profile summary as your personal 'elevator pitch.' This section is where many people will either stop reading or decide to scroll further down. It should tell people what they can expect from you and describe what you do to anyone who might be unfamiliar with your job.

FIRST IMPRESSIONS COUNT, AND YOUR 'SUMMARY,' IS THE FIRST OPPORTUNITY YOU GET, BEYOND YOUR PHOTO, NAME AND HEADLINE TO START SELLING YOURSELF. THIS SECTION DOESN'T NEED TO BE A NOVEL - JUST WHET THE APPETITE!

#4 PICS & VIDS

Lines upon lines of text can scare readers away. Use pictures, videos, presentations and other forms of rich media to break up your writing. You can add this media to both your 'SUMMARY' and 'EXPERIENCE' sections. This is a great place to make your story come to life. Think of it as your online portfolio.



DON'T FORGET THAT YOU'RE ABLE TO UPLOAD A UNIQUE HEADER IMAGE TO REALLY SHOWCASE YOUR PERSONAL BRAND ON YOUR PROFILE AS WELL. SEARCH ONLINE FOR DIFFERENT OPTIONS, OR CREATE YOUR OWN FOR EXTRA BONUS POINTS!

#5 PROSE

Many people neglect to optimize their profile. Using keywords to make your profile more searchable is great - just don't go overboard.

When making multiple updates to your profile, turn the toggle switch to "no" under "Notify your network?"

Obtain your personalized URL instead of the generic numbered version LinkedIn automatically assigns. Under your profile photo, hover over the existing URL, click on the gear icon, then follow the prompts to create your own!

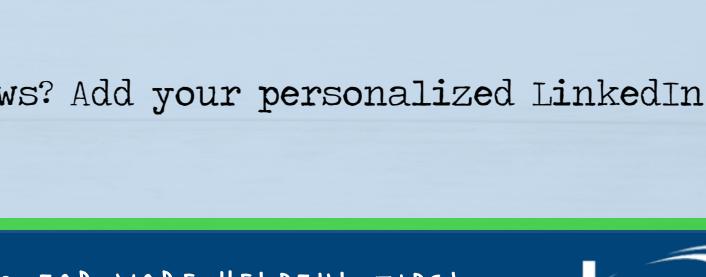
Connect with other people on LinkedIn - just make sure you personalize the connection requests. Nobody likes spam!

Want to increase your profile views? Add your personalized LinkedIn URL to your email signature.

Don't make your profile read like a resume. No one likes reading resumes - even recruiters! Summarize your major wins or projects and the value you brought to the team. It's tempting, but resist the urge to copy and paste from your resume. Also, try to stay away from bullet points!

#6 PASSION

Don't be afraid to be creative and let your personality shine through. Remember that your ultimate goal is to entice a recruiter to reach out to you and learn more about you. Go ahead and add some personal information in as well if your passions can shine through. LinkedIn is a professional network, but that doesn't mean it has to be sterile.



MOST PEOPLE IN YOUR FIELD WILL HAVE SIMILAR EXPERIENCE AND SKILLS. FROM PHOTO TO HEADLINE, AND SUMMARY TO EXPERIENCE, STRIVE TO BE DEFINED AS A PASSIONATE PROFESSIONAL INSTEAD OF SIMPLY AN EXPERIENCED CANDIDATE.

BONUS LINKEDIN HACKS:

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VISIT OUR CAREERS PAGE AND SUBSCRIBE TO OUR BLOG FOR MORE HELPFUL TIPS!

