

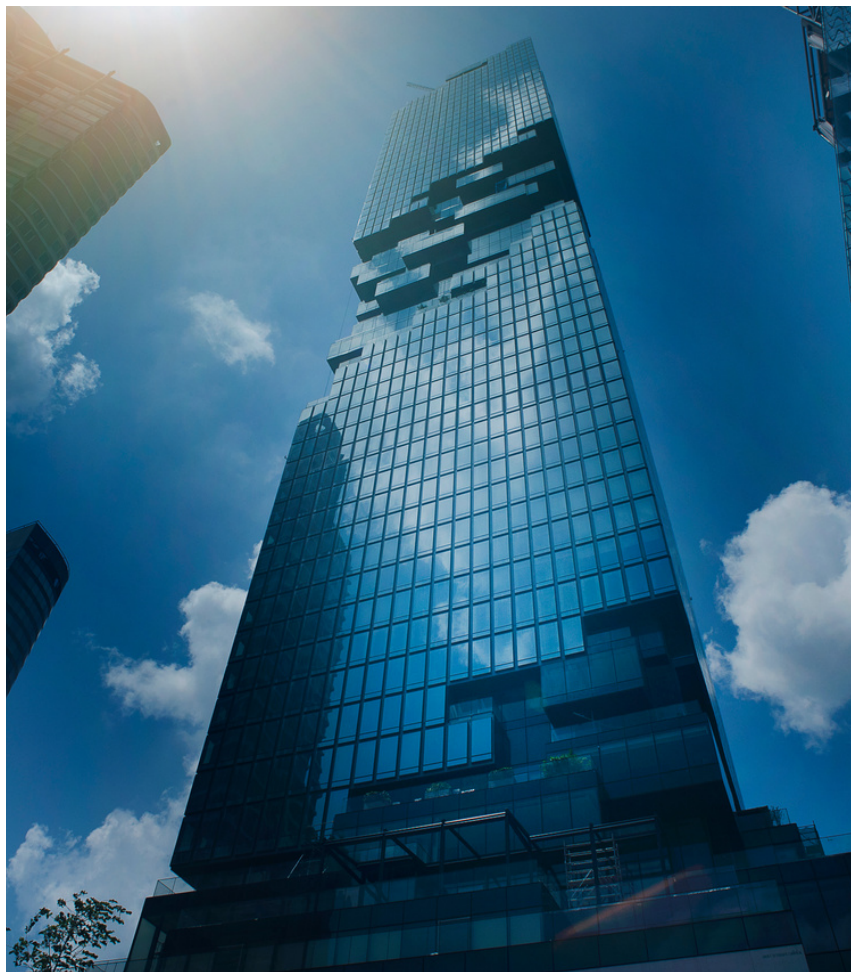
SCMYUGA
TECHNOLOGIES PVT LTD



presents

LINKEDIN GUIDELINES

A QUICK GUIDELINE TO STAY UP-TO-DATE



Linkedin Guideline Handbook

As we grow in the industry, it's not just the Company that stays up-to-date, we aim to work together with you and ensure that your profile represents WHO WE ARE.

This handbook aims to provide a detailed description to help you work on your personal branding.

Wondering, WHY?

Because you are the face of the company, and LinkedIn is not just for searching job. It is important for us to have our employees represented in-sync with what we do and who we are. Using our brand identity correctly is extremely important to us, so we ask that the guide is always referred to and adhered to.

This document contains all the information and requisites to help you optimize your LinkedIn profile professionally. It is important to have an up-to-date profile, which will not only help you in creating your identity on the social media platform but also enhance your brand value.

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Profile Picture & Cover Image

Profile Picture

Keep it Simple, yet Professional.

- Ensure updating an up-to-date picture of yourself.
- Decent Professional Photograph with a neutral or plain background is the best fit.
- Images with your side profile, flashy backgrounds are a big NO.

See some examples ahead.

Cover Image

A decent cover image, with a Call to Action, is more than sufficient but a very important part of your profile.

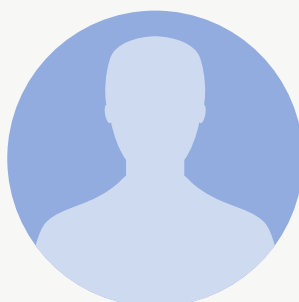
It is advised to use either of the cover options provided in your LinkedIn profile.

The images are attached to the email.

What Works for Profile Photos?



What won't Work?



Profile Headline & Summary

Profile Headline

Crafting a headline which gives an idea of who you are & what you do. This might include:

- Keywords (relating to SAP TM Industry, Supply Chain Management, etc.)
- Better idea to add an active verb as well because that sends powerful message (in title): helping, leading, guiding, revolutionizing etc.

Profile Summary

Write an engaging summary about yourself including:

- A descriptive yet short summary of what you do and how it helps your clients/ target customers/ your role in the project.
- Articulate value that you add with your work
- Add 2-3 Lines about SCMYUGA
- Humanize your profile by adding 2-3 lines about your interests (this might include your liking for a sport, or a hobby, or your interests of working as a part-time singer)
- Call to Action - How people can interact with you, you can mention connecting through DM or emails.

Relevant Experience & Education

Experience

Add your relevant work experience & internships with a detailed description of your roles and responsibilities. This might include:

- Keywords (relating to the job role you were working in, your current experience/ work position with SCMYUGA highlighting your field of expertise, etc.)
- Ensure adding and tagging only relevant company(ies) where you have worked by checking the logos and description

Education

Add your educational qualifications including:

- A short description about your qualification.
- Tagging the correct logo of your institute/ university/ school

Additional Information

Key-Points to Note

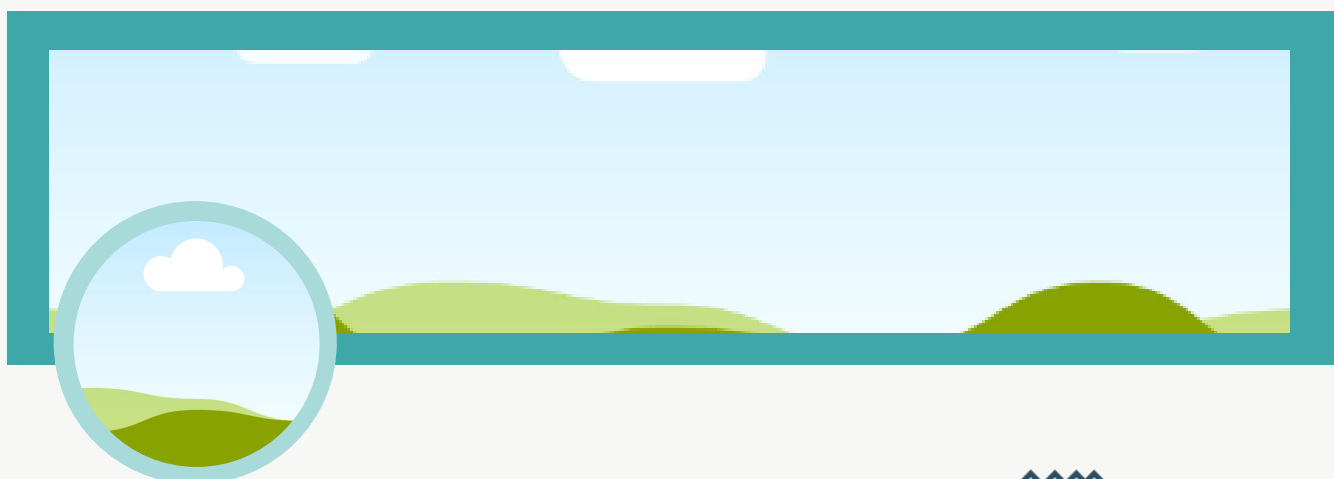
- Do not copy paste. While updating your profile or posting any content make sure you're not copy pasting everything from someone's profile. Take references & use AI for better results.
- Stay active, share relevant content on your profile.
- Even if you do not post your own content, share insights from top-voices of the industry, your company's page, etc.
- Follow & engage with people (But make sure that you stay kind & polite)
- Do not share content which is not fact-checked, has political views, or is not professional at all.
- Avoid sharing memes or funny/ satire-based content.

Wondering, How to stay Active?

It's not mandatory to share everything you like or see on your feed. Always keep a check on the relevance and authenticity of the content:

- Share industry insights from featured speakers or the content shared by our company page.
- Share your certifications, victories, kudos to your leaders, etc.
- Celebrate other's success, but make sure to stay professional even if you know the person from outside the office.

This is how it all comes up together



Your Name (Pronouns)
Headline including Keywords

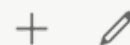


About



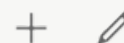
Detailed Profile Summary along with relevant skills

Experience



Relevant Experience Details with correct company logos & timelines

Education



Educational Qualification with Correct Logo of relevant University/ Institute



THANK YOU

Got Questions?

Connect with:

- Nikhitha Vimal
- Swikriti Tripathi

Don't Forget to Follow us on:

