

Guide to Your Ultimate LinkedIn Profile

Every inch of your profile should be telling a story

- 1. Completely fill out your profile.** Make sure that every section of your profile has been completed. Pay particular attention to the following:
 - Industry and location
 - A current position and two past positions
 - Your education information
 - A minimum of three skills
 - At least 50 connections (ideally above 200 connections)
- 2. Use a professional profile photo.** Keep it professional and high resolution.
- 3. Include a cover photo.** In addition to your profile photo, your cover photo is a brand builder for your page. Use a photo or image that propels your story forward. Your cover photo can include:
 - An image of your work in action
 - A life motto or quote
 - Your brand tagline
- 4. Create your public profile URL.** Customize your profile URL to look something like this: www.linkedin.com/in/kristinmesserli. To do this, go here and click “customize your public profile URL” on the right-hand side.
- 5. Get written recommendations.** Get at least a couple of recommendations and endorsements from colleagues or past clients.
- 6. Make your headline more than just a job title.** Unless you customize it, your headline will appear as your current or last position held. Instead, make this more descriptive of your key attributes and mission.
- 7. Write a powerful summary.** Turn your summary into your story. What’s your why? Bring some life to your past experiences and job skills. Consider adding a call-to-action like an invitation to connect or link your other social profiles and website.
- 8. Join groups.** Join groups related to your industry or niche. Be an active participant in two or three of them.
- 9. Build your network.** Once your profile is looking good, start building your connections. Don’t add people you don’t know, and try to personalize your requests to connect. Link your contacts or Facebook account with LinkedIn to make it easier to find connections.
- 10. Share Content.** Share updates on a regular basis, including articles, infographics, or industry event information you think are relevant to your colleagues.
- 11. Publish an article on LinkedIn.** Write a post on a monthly basis if possible, sharing your own thought leadership about topics relevant to your audience. When you post, this will notify all of your connections.