

Making the Most of Your LinkedIn Profile

A well-written and active LinkedIn profile is one of your best assets to help prospective clients discover you and your company, and determine if they'd like to get in touch. Functioning like a digital résumé, your profile helps show clients your level of expertise and what you're all about.

At a minimum, you should complete the following sections of your profile:

- **Header**
 - Profile picture—Keep it professional! Head shots are best.
 - Name—There are fields for first and last name, and former name (if applicable).
 - Professional headline—You can enter your job title, or a statement that speaks to your skills and strengths.
 - Your custom profile URL—This will include your name, something like [linkedin.com/in/janedoe](https://www.linkedin.com/in/janedoe).
 - Contact info—Include pertinent contact information (at minimum, include a work email).

- **Summary**
 - Include information about your business accomplishments and goals, as well as pertinent personal information.

- **Experience**
 - List your current and previous jobs (at a minimum, list your current position).
 - Under "Description," you may choose to describe your current position and/or to use some or all of the description copy from your company page.
 - Include previous positions with as much descriptive content as possible.
 - Be mindful to connect your work experience to the correct company. This way, the company logo will appear, and visitors to your personal page can link to your company's page (and vice versa).

- **Skills & Endorsements**
 - Populate this area with skills relevant to your current and past roles.
 - Remember that people don't mind if you ask them for endorsements.

- **Education**
 - Include graduation dates, degrees, activities and societies as applicable (again, remember to connect to the correct school so that its logo appears and people can find you).

To make your profile even more robust, you can choose to add more information:

- **Languages**
- **Volunteering Experience**
- **Volunteering Opportunities**
- **Organizations**
- **Honors & Awards**
- **Test Scores**
- **Courses**
- **Patents**
- **Causes you care about**
- **Supported organizations**
- **Projects**
- **Certifications**
- **Personal details**
- **Publications**

Next Steps

Now that your profile is in order, here are some other ways you can use LinkedIn to get—and stay—connected:

- **Network with connections**
 - Browse the People You May Know section and ask to connect with members who share connections or experience with you.
 - Connect with people who view your profile.
 - Import your contacts from Outlook or Gmail to quickly connect with them.
 - If an existing contact is connected with someone you'd like to connect with, you can request to be introduced through them.
- **Join groups**
 - Join a few industry groups relevant to your organization to be instantly connected to people who might be prospects or colleagues. You can find groups by clicking on Interests>Groups>Find a group, then entering a topic or keyword.
 - You can be in as many as 50 groups, and people in groups with you are treated like connections, allowing you to easily find them and communicate.
- **Follow companies**
 - Keep up with the companies you like and admire—including your clients and prospects—by following them on LinkedIn.
- **Maintain activity**
 - Share interesting, relevant articles—including your company's blog posts.
 - Endorse your connections.
 - Be active in the groups you join by posting interesting content or starting engaging discussions.

If you have any questions about how to get started on LinkedIn, contact:

Leah Kleban, Account Executive
614-923-6000 x 234
leah@emergingmarketing.com