

LinkedIn – Best Practices for Building Your Profile



The LinkedIn Profile Builder is a tool to get you going whether that means creating an account or becoming a more advanced member and user. Jot notes and type all in this template rather than just filling it spontaneously in LinkedIn. Remember there is no draft version or spellcheck on LinkedIn.

LinkedIn is changing almost daily. New functionality, views and apps are expanding LinkedIn's footprint so getting comfortable with the LinkedIn landscape will allow you to sail right over the changes and benefit from them rather than being frustrated by the fact they are one more thing to learn.

LinkedIn now has 259+ million members, 100+ million are in the US, and so, before creating your profile, I suggest you think about how you will use it. *To represent myself professionally in order to grow my network, find business development opportunities and start new conversations with other business professionals.*

What are your top objectives for using LinkedIn? Or what will they be?

What's your "why"? What differentiates you?

Considering sharing a more human view of you. What would you include?

Will you commit to checking it daily? *Over 77% of members do.* LinkedIn is the 6th most used website in the US.

Strategy, yes, it can become a key component of your personal and professional brand and marketing. Do you want to be openly accessible or more selective? *Remember, the foundation of all social media and networking platforms is to be transparent and open.*

Do you want your network open for other connections to see or do you prefer to keep it closed? [This is a key strategic consideration, can be changed in the settings area].

Do you want to create a static or dynamic profile and voice on LinkedIn? *This comes down to how often you engage within LinkedIn and the extent to which you participate.*

Is your company active with a company profile, are you connected to it?

Will you search for prospects and customers?

Will you join and participate in groups?

Will you add apps to customize and round out your profile? *Look under the More tab for the current list of apps.*

Will you recommend colleagues, clients, vendors, etc.?

Will you ask for referrals, recommendations and introductions?

Let's get started!

Create an account: www.linkedin.com

Join, skip steps 2 and 5 where it asks who you know, you will go back to that later.

Jot down your LinkedIn username and password:

Username _____

Password _____

Confirm the account.

If you have a current profile, how many connections do you have:

LinkedIn Profile Development Draft 1

Create your Word Cloud based on your Home and Services pages of your website, your resume or your current LinkedIn profile. Copy and paste them into the box.

The Word Cloud shows the words that come up most prominently.

Go to <http://www.wordle.net> or <http://worditout.com/word-cloud/make-a-new-one>

Now, fill in the sections below as completely as you can:

CONTACT INFORMATION

Your Headline

You have 120 characters; consider using keywords rather than title.

SUMMARY

Why do you do what you do? What is important to you and what are you doing to make an impact? What is your “story”?

EXPERIENCE

Include a description using keywords. If you use bullets or numbering it will show up in LinkedIn

EDUCATION COURSES

**Year completed or timeframe:
Include a 1-2 sentence description of the course.**

HONORS & AWARDS

In description think about what qualified you to earn the award? Brief 1-2 sentences or bullet points and year(s).

CERTIFICATIONS

Are there any certifications you have completed? If so, identify certification name and year(s).

SKILLS

Please list skills (you can add up to 50, we suggest 10-15). Most popular are pre-selected by Linked

INTERESTS

This section is for professional and personal interests (i.e. Sales | My Family | Camping)

ADVICE for CONTACTING YOU

VOLUNTEER EXPERIENCE & CAUSES

Add in causes you support, volunteer work, board work

CAUSES YOU CARE ABOUT

What cause(s) do you care about? Underline below, which apply.

- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services
- Other

ORGANIZATIONS YOU SUPPORT

Have you donated to any non-profits? Participated in any professional development organizations? You can list those in this section.

PROJECTS

Projects can be related to work, volunteering, or personal growth. Include the project name, who (if anyone in addition to yourself) was on the project, a brief description of the project and the year(s) it occurred.

PUBLICATIONS

Have you written anything that was published? If so, add it below.

Title

Publisher

Publication Date

Publication website link (if available)

Description of work

LANGUAGES

Include any languages you speak and the proficiency level of each. Choose from:

- Native of bilingual proficiency**
- Full professional proficiency**
- Professional working proficiency**
- Limited working proficiency**
- Elementary proficiency**

GROUPS to JOIN

NEWS

Customize Your LinkedIn Today

Influencers to Follow:

Channels to Follow:

COMPANIES to FOLLOW