

LinkedIn Personal Profile

Getting Started



Home

Profile

Connections

Jobs

Interests

Key concept:

People buy from people just like themselves. Build a social profile that mirrors your buyer.

How will I benefit:

You will build a personal brand that buyers are attracted to. Your social profiles will align with their buying objectives.

Key Learning Objectives:

- Social profiles must be buyer-centric
- Focus on the 5 core LinkedIn profile changes
 - Photo
 - Activity feed
 - Headline
 - Recommendations
 - Call to action

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Your Name		Know the Power of Your Network
LinkedIn URL		
LinkedIn Email		2,306 Connections 17,012,641 Professionals in your Network Who's Viewed Your Profile 9 Your profile has been viewed by 9 people in the past 3 days. ▲ 2 Your rank for profile views improved by 2% in the past 30 days.
Password		
Posting frequency:		
Time commitment:		

Create a winning profile

Set your activity settings before you start changing your profile so you don't send all the updates to your current network.

Mouse over your image (top right of page) and Select "privacy settings" Click>review – the click >Turn on/off your activity broadcast – uncheck >let people know...

<input type="checkbox"/>	Put a face to your name
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Professional headshots generate more profile views and drive higher overall engagement. Include a photo in your profile and lets people know you're for real

Is your photo ideal?

<input type="checkbox"/>	Write your professional headline
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Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.

You have 120 characters or approximately 15-17 words

Describe what you do and how you can help people

Examples of good headlines (narrative and keyword styles)

Experience Consultant skilled in social media technologies

Talent Manager with track record of building great organisations

Business Consultant with proven ability to translate business objectives into strategies & tactics

Sales Director building High Performance Sales Teams that aligns with Corporate Vision

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Marketing Director raising Awareness & Visibility for my company in Africa

Use special characters ★ to add visual appeal - Copy & paste from <insert symbol browser> in MS Word or visit <http://coppastecharacter.com/>

Write your headline below:

Click on Profile>Edit Profile>pencil icon (next to your current headline)

Cut and paste (or type) your headline into the box just below Your professional headline.

Click blue "Save button" and then click blue Done Editing button.



Create a Unique URL

Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.

If your name is not available then use surname first; or add a middle initial or add a keyword after your name e.g. francoismuscatwsil Or "thefrancoismuscat"

Mouse over your "face" in the top right hand corner and select > manage your privacy settings. The click on >edit your public profile

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<input type="checkbox"/>	Tell your full story in the Summary Section
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Use the Summary and Experience sections of your profile to showcase your career and accomplishments.

Write 2000 characters max, approximately 250 words, to go into more depth on who you are, what you offer, why someone should hire you.

Briefly: what you do? - Who do you do it for? - How do you do it? - Why do you do it?

Who You Serve: Describe who you help, your qualifications, job role, what you are responsible for

What I do: in story format. Who have you worked with? What projects and for which clients if relevant. Are there any other achievements worth mentioning?

How I do it differently What are your core strengths? What are you

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passionate about and working towards? Can you offer any insights?

Call to action: What are you looking for?

Who should connect with you and why?



Advice for contacting you:

Let people know who should connect with you and why. You have 1,000 characters.

Add this section by **clicking >edit profile** and scroll down till you get to "Advice for contacting" and **click >add to profile**

Stay Informed with what is going on within your network.

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Follow relevant channels and Influencers

Stay informed by following channels and Influencers relevant to your industry or specialization.

Click on >interests >pulse on the navigation bar on LinkedIn.com and see who you should follow.

Follow companies

Learn directly from industry leaders and best-in-class brands by following companies on LinkedIn, getting their updates directly in your feed. Which 3 companies will you follow?

1.

2.

3.

Establish your network

Connect with a broad range of contacts

Build your initial network by connecting with colleagues, clients, friends, and family. Remember that building your network helps you connect not only with who you know, but also who *they* know.

Add your email list to LinkedIn by clicking >connections >add connections and enter your email client to begin the import.

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Build your brand

<input type="checkbox"/>	Like, comment, or share updates you enjoy
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Taking an action on updates keeps the conversation going and helps spread that information across LinkedIn. If you found it interesting, chances are your network will too.

Like 3 LinkedIn updates

<input type="checkbox"/>	Share updates with your network
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Pass along interesting articles, news, or videos you find informative. Not only will your network appreciate getting this information but also they'll start to look to you for expertise and insights.

Write a status update below
