

Leveraging LinkedIn

Overall Profile

- Your profile projects your personal brand, differentiating you from your peers.
- In all sections, build upon a focused career theme (expertise, aspiration, professional value).
- Double check that your notifications are turned off, while you are modifying your profile content.
- Think about what you want visitors to your profile to know.
- What do you want visitors to your profile to do?
- Link to your company page.
- Strive for 100% profile completion to gain the greatest advantage in online searches.

Ways to Check Your Profile

- SSI Score ([Social Selling Index](#))
- Search from others computers on your keywords, where do you come up?
- Track key metrics for your profile (views, activity, connections, search)
- Be intentional on free vs. premium

Questions	Your Thoughts
What 3 Things Do You Want to be Known For?	1. 2. 3.
Who needs to know about you?	1. 2. 3.
What are the top keywords that you need to leverage?	1. 2. 3. 4. 5.
What content could you share on LinkedIn?	1. 2. 3.

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Top Box

- Banner (use Canva)
- Professional Photo / Headshot
- Name
- Headline / keywords
- Contact Information
- URL
- # of Connections (50, 500)

Summary

- Compelling Introduction
- Key words
- 3 sections (why, what, how)
- Specialties
- 1st person
- Contact information
- Media / Visual evidence

Experience Sections

- Title
- Location
- Keywords
- Role, IMPRESS model
- Add Speaker / Board roles
- 2-3 paragraphs w/ results
- Media / Evidence

Validation

- Recommendations
- 12 or more recommendations
- Recommendations should be drafted and sent (give & request)
- Skills are on your profile
- Skills align with your story
- Top 3 ordered correctly

Education & Certificates

- Degree and school
- Add in activities
- Leave off high school
- Certifications
- Add in course work
- Not required to put GPA, scores

Evidence in Action

- Accomplishments (Projects)
- Volunteer
- Groups
- Follow Companies, People, Schools
- Write Posts & Articles
- Save Searches

Notes & Action Items