How do I maximize my LinkedIn profile?

• If you don’t have one... get one!!
  • www.linkedin.com

• Establish your brand.
  • What are your passions?
  • What do you want to be known for?
  • What are you really good at?
  • Be consistent!

• Attract hiring companies by having a powerful profile.
  • Stand out
  • Build relationships
  • Enlist help
  • Make a lot of connections
  • Be active (spend about 15 min/day)

LinkedIn is totally business focused!
• Add a degree and/or certification to your name line.
  • Dennis G Perry, PhD, MBA

• Have a strong profile picture.
  • Closer to face
  • Smile
  • Make good eye contact
  • Good lighting
  • Standard size picture
  • Dress for the job you want
  • Check the background of the picture
Headline: Brand Yourself!

Put most important title first. Add alternate titles
- **Marketing Coordinator** | Advertising Specialist, etc.
- 120 character max.
- Avoid splitting titles: Marketing and Advertising Specialist
- Avoid adjectives: Proven Marketing Coordinator
Include preferred city/industry

Include future titles

Headline errors - too vague
Pack each section with keywords!
• Headline: 120 characters
• Summary: 2,000 characters (including specialties)
• Position description: 2,000+1– in position title

Plus...
• Skills: 50
• Groups: 50 + subgroups
• 1st degree connections: 30,000 ("500+" shown to others)

Pump up your summary!
• Speak in 1st person
• Include aptitudes & strengths (in alphabetical order)
• Use bullet points (may have to copy and paste them in)
• Include courses you are currently taking

Keywords should be in alphabetical order!

Why?

NOTE: The more times a word is listed, the more likely you will show up when a recruiter does a search!

Look at other profiles like yours or what you want & play off of them!
Customize your profile address!

- Your default URL is a random combination of numbers
- Click on the icon next to your URL
- Click Customize your public profile URL
- Shorten to name or to impress
- Use this URL everywhere!

www.linkedin.com/in/motivateu/en