

# Make the Most of Your LinkedIn Profile



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Networking on LinkedIn is an excellent way to build your personal or company brand, find your next job, market your services, find customers, follow industry leaders, and stay open to new opportunities.

1

Connect with people you already know, such as co-workers, ex-employees, classmates, customers, college peers, and others.

2

LinkedIn offers you "people you may know" whenever you connect with someone new. You can also find it under the "My Network" tab. LinkedIn will allow you to connect based on your industry, profession, university, interests, and other keywords in your profile.

3

Be active on LinkedIn groups. Find groups according to your interests and engage with their members. Explore LinkedIn events. Similar to the "people you may know" section, LinkedIn will suggest events you might be interested in.

4

Leave thoughtful, valuable comments on the posts of other professionals and thought leaders in your field.

5

When sending a direct message, know what you want and why you're reaching out before you hit "send." A weak, boring message probably won't do - provide some substance by identifying what attracted you to the person's profile



# Common Mistakes to Avoid

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LinkedIn is designed to build business relationships, share industry knowledge, and showcase professional accomplishments. You need to understand how LinkedIn is different in order to use the platform to advance your professional career.

1

**DO NOT** "creep" on profiles. LinkedIn is unlike other social media; it shows the recipient a notification every time you interact on the platform.

2

**DO NOT** post random thoughts and feelings (like you might on platforms like Instagram, Threads, or Twitter). If you wouldn't say it verbally in a conversation with the owner of your company, don't post it.

3

**DO NOT** complain, harass, or be inappropriate. LinkedIn is essentially an extension of the office. Your behavior online can have ramifications.

4

**DO NOT** request connections without a sincere professional purpose. So many people on LinkedIn send out hundreds of connections every day. This leads to a cluttered, non-relevant feed and the potential for your connections to miss the great thoughts and updates you have to share.

5

**DO NOT** send 'copy and paste' or spam messages without personalization to potential connections. Be intentional about your communication, have a clear and unique purpose, and tailor your conversations based on the individual or organization you are connecting with.



Being engaged and actively interested in what your audience and network is saying is crucial. Below are some ways to show your audience you want to learn more about them and provide them insight into your world.

1

Visit your feed for a minimum of 30 minutes per week. Set a 30-minute timer. Browse your feed by visiting your LinkedIn homepage.

2

Leave comments that contain new perspectives, information, or support. Encourage a conversation by adding something new to the discussion.

3

**DO NOT** leave comments that only include emojis or comments related to personal opinions, politics, unhelpful insights, etc. Keep comments respectful and professional!

4


The LinkedIn algorithm appreciates longer comments than just "thank you" (but please don't write a comment just for the sake of writing one).

5

Tag relevant connections from your network, share insights and relevant articles, help others find a job, or make an intro for their prospective client.



## Post on LinkedIn

 Posting at least once per week helps you stay top-of-mind for those in your LinkedIn community. Effective content comes from sharing ideas, events, and topics that genuinely inspire, surprise, or educate. Do not post about politics, personal opinions, unhelpful insights, etc. If you wouldn't discuss it at work, **DO NOT** post it!

1

Video content is the most viewed content on LinkedIn. Get comfortable filming yourself speaking on subjects you are passionate about or professionally invested in.

2

Create Carousel posts. These posts fill the gap between short videos and single-image posts and offer a way to tell your story progressively across several images.

3


Write a monthly newsletter. This popular content format is available to members and pages with more than 150 followers that have a demonstrated record of publishing original content (remember, you can repurpose content from other mediums like blog posts or video vlogs).

4

Polls are a fantastic way to get a conversation started on your Page! By offering up choices that elicit passionate responses, your followers will be more likely to discuss the question in the comments.

5

Contribute thought leadership. Not every post should be about your business or product. You can build thought leadership and credibility in your space by taking a stance on a timely or controversial topic.

 Just remember, if it's not appropriate at work, it's not appropriate on LinkedIn.



Here are some content prompts to get started posting on your LinkedIn profile. Whatever format you choose (video, images, text, polls, etc.), your content doesn't have to be perfect, it just needs to feel authentic and interesting to you!

1

**Industry Trends:** Share your insights on the latest trends in your industry. Ask your network for their thoughts or experiences related to these trends.

2

**Career Milestones:** Highlight a significant achievement or milestone in your career journey and discuss the lessons learned along the way.

3

**Challenges and Solutions:** Share a recent challenge you encountered at work and how you tackled it. Encourage others to share their problem-solving approaches.

4

**Professional Development:** Discuss ongoing learning experiences or courses you're taking and invite others to share their own learning journeys.

5

**Thought-Provoking Questions:** Pose a thought-provoking question related to your industry or area of expertise and invite your network to weigh in.



You can utilize new features like pre-scheduled posts (you can schedule posts up to 3 months out).



It's important to update your content and the details of your LinkedIn profile regularly. When you make changes or post original content consistently, you send a signal to the algorithm to give your profile more attention.

1

Choose your preferred method of creating content and post at least once per week. Try your best to stay consistent, even if it means posting less often!

2

Before you post, set a timer for five minutes and interact with any current followers or anyone who has recently interacted with your page.

3

After posting, select a hashtag you used and interact under its Explore page. Leave genuine, well-thought-out, helpful comments. Make sure to respond to all comments under your own post with thoughtful, well-written responses (ask a question if you can!)

4

Pin posts to your 'featured' section on your profile, which showcase your most popular content, recent projects, portfolio links, and collaborations.

5

Make a note to update your experience, skills, and endorsements at least once every quarter. Keep all sections of your LinkedIn profile up to date.



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