

THE LEADERSHIP CIRCLE – LEVEL 1

LinkedIn Profile Best Practices

VANITY URL

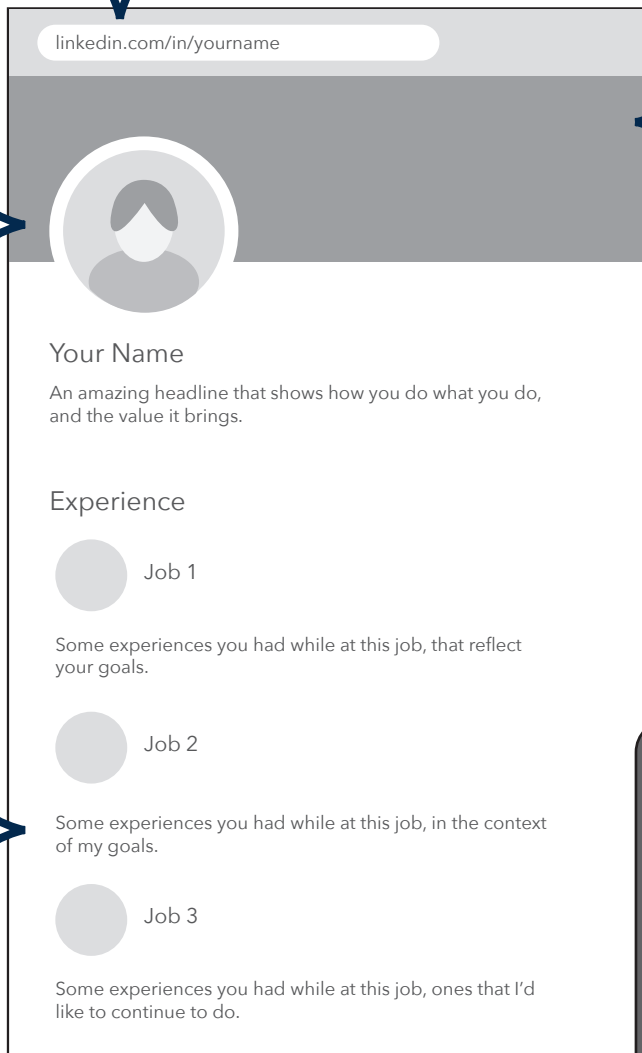
Customize your LinkedIn URL to be easier to find and link to. Make it your name if you can, or add something you do (e.g. "johndoespeaker"). To change it from the default, click "Edit public profile and URL" on the top right of your profile page.

PROFILE PIC

Having a profile picture makes people 14x more likely to visit you. Get a headshot taken by a professional photographer, on a neutral background. Smile and look at the lens. When cropping your photo for LinkedIn, make sure your face takes up about 60% of the frame, and save it as a 400 px by 400 px high-resolution image.

WORK EXPERIENCE DESCRIPTIONS

Don't just list your duties and responsibilities, but write a summary for each position you have listed on your LinkedIn. Contextualize those jobs in terms of the goals you have for your page. If your goal is to promote your thought leadership, for example, make sure you emphasize speaking engagements, media appearances, and published articles.



BANNER IMAGE

Your LinkedIn background banner photo should reinforce who you are and visually support the written portions of your profile. Try showing photos of you at work, your product or service, or the people you serve. Adding a few words about yourself couldn't hurt, either. The image should be 1400 px by 425 px, and saved as a high-resolution image.

WHEN NETWORKING

The LinkedIn app gives you a few options for connecting in person. Click "My Network" from the bottom menu and then the Add Contacts icon (lower-right corner). You can access your own QR code or scan an acquaintance's, or use the Find nearby feature to see who's around you and connect. This is great for conferences (just make sure you enable Bluetooth first).

