

LinkedIn Profile Tips

LinkedIn Profile Tips to Help You Get Noticed

For those that may be looking for that new job, Client or resource, you're seriously missing the boat if you're not using a LinkedIn profile to Get Noticed, Get Hired®.

Here are a few tips to get you started:

Choose a Great Photo:

People want to know who they're doing business with, and are more likely to do so when they can see who you are. Replacing your photo with a caricature, logo or other graphic can lead to your LinkedIn account in being blocked, limited and even shut down.



Profiles with pictures get more views, which can lead to more opportunities, and ultimately, this is what we're looking for.

Instructions:

1. From your profile page, click on your photo.

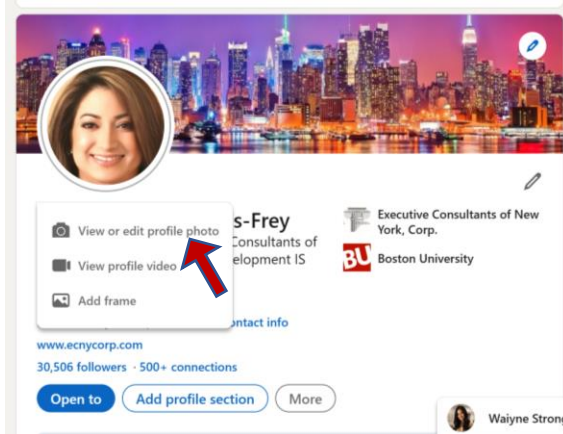
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2. Click on “view or edit profile photo”.



3. Click the camera icon – you will see the upload a photo page opens.
4. Click the browse button and choose your desired photo and then click open.
5. Click the upload photo button.
6. Click and drag to adjust the crop on your photo.
7. Click the save photo button – it will not save if you don't.

Customize Your Banner:



Customizing your LinkedIn banner is easier than ever and can really show someone looking at your profile what you're interested in and what your personality is like. You can tell quickly if someone is invested in their LinkedIn profile with this feature. While you can find many free photos online, be careful of any licensing issues. This being said, you're much better off using sites like Pixabay for free stock images or if you're creative, using Canva (my favorite) to create a custom design. Psst – It's easier than

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you think! Just remember that background photos must be in File type JPG, GIF or PNG. Using Pixabay or Canva and typing in “LinkedIn Banner” will also help you get or create perfectly sized photos for you banner – WIN! 😊

Instructions:

1. Click on the blue pencil icon in the top righthand corner of you current banner.
2. Click on add photo.
3. Select an image from your computer to upload and click open - File types accepted are JPG, GIF or PNG and No larger than 8MB. Recommended pixel dimensions are 1584 (w) x 396 (h) pixels.
4. Click apply and crop photo to your desired location.
5. Click save – you should see a green checkmark and circle at the bottom lefthand corner.
6. Go back to your profile and check it out!

Claim Your Vanity URL:

Want to really get LinkedIn visibility? Then claim your vanity URL. Your LinkedIn URL can be used on your business card, email signature, and even on your resume to bring more eyes to your profile. It's free and only takes a few minutes to claim.



Instructions:

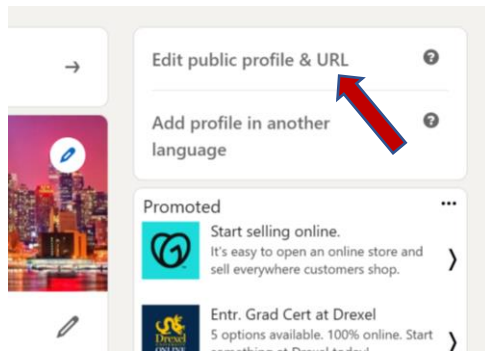
1. Click View profile.
2. Click Edit public profile & URL on the top far-right hand side of your page.

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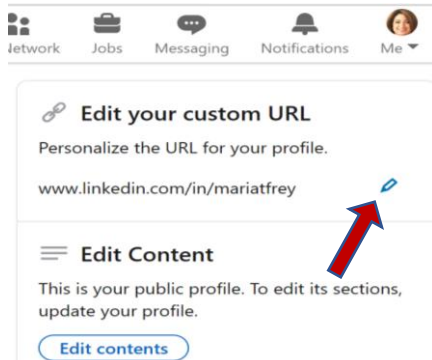
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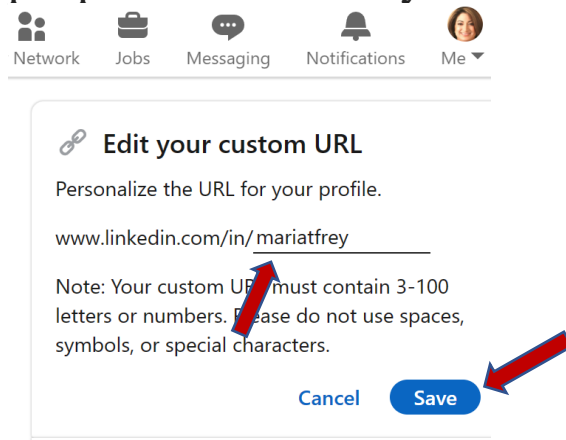
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3. Under Edit your custom URL on the top right-hand side, click the blue pencil icon next to your public profile URL. You will see your name with a series of numbers underlined – you can change anything in the box.



4. Type your full first and last name in the text box. Try to keep it simple with no numbers in between – your full name, as you have it on your resume, is how people will look for you.



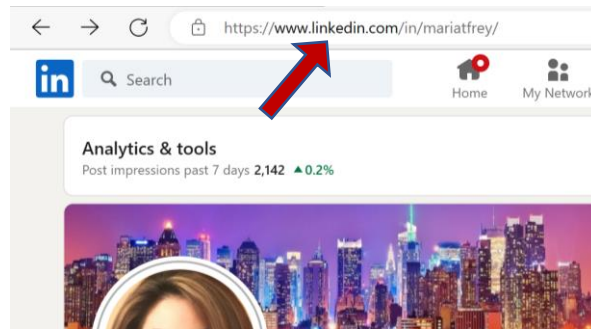
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5. Click Save. If your name is already taken, LinkedIn will let you know. If it's already taken, try it in reverse, last name first, or try using a middle initial if necessary. If it's accepted, you will see a green checkmark and circle at the bottom lefthand side of your screen.
6. Go back to your profile page, click the refresh button and your updated URL should show up in your browser. If not, repeat the steps again and make sure you click SAVE!



A Kick A Summary Profile:**

Don't waste this prime real estate on your profile. This may be the only place you get to show your creative side and really expound on what you can do/have done. No one can "sell" you like you can sell yourself, so put some serious thought into this area and in your summary. Use powerful words and core competencies targeting your ideal person or opportunity to help you pop-up when someone does a keyword search.



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These are just a few of the many ways LinkedIn can help you get noticed and hired or get you in front of the people you need to succeed!



Need additional LinkedIn assistance? Contact ECNY and set up a training session.

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