



# Maximize Your LinkedIn Profile

## SIX QUICK NETWORKING TIPS

### KEEP IT CURRENT AND PROFESSIONAL

- Update your information frequently as you acquire new skills and experiences, such as a new job.
- Choose a recent, professional-looking profile picture.
- Select a banner image to distinguish your page. Your banner image can reflect your industry, school, or the company you work for.

### CUSTOMIZE YOUR HEADLINE, SUMMARY, AND SKILLS

- Your headline is often the first thing someone will encounter, so use it to promote yourself. It can be your job title or education.
- Your summary is where you can bring your professional story to life by highlighting your achievements and revealing your personality.
- Add skills that you are proficient in.

### CUSTOMIZE YOUR URL

- Click "Edit public profile & URL" at the top right of your profile page. Then, click the pencil icon under "Edit your custom URL." Customize your URL to include your name to make your profile more visible.

### MAKE CONNECTIONS PROACTIVELY

- Syncing your contact list, searching for colleagues, and browsing for people in positions you are interested in are all good ways to broaden your network.

### CURATE YOUR GROUPS AND BE ACTIVE

- Join groups that will share content you find interesting or help you with your desired field, position, or location.
- Participate in group discussions, share and comment on posts, and engage with others.
- Activity shows you are engaged and helps you appear more often in searches.

### ASK FOR RECOMMENDATIONS

- Carefully choose who you ask, and be detailed in your request.
- Use the "Recommendations" section of your profile to send a request to a LinkedIn connection.