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.