

PERSONAL BRANDING BASICS ON LINKEDIN



CREATE A MAGNETIC PROFILE

Put a face to your name



Professional headshots generate more profile views and drive higher overall engagement. Including a photo on your profile brings it to life and lets people know you're a human.

Create a compelling headline and summary



Your goal is to capture people's attention. Aim to communicate the value you add and try to include important keywords within the maximum of 120 characters. Then, tell your career story in the summary section and include a call-to-action (CTA) at the end.

Optimize your profile header



You can customize your profile header by adding an image that matches your branding. Get started by clicking on the Edit Background button in your profile. LinkedIn offers some stock images but you'll get better results by creating something customized via a tool like Photoshop, PicMonkey or Canva.

Let your network speak for you



Get endorsements and recommendations from colleagues, employers, and clients who can speak credibly about your abilities and contributions. This will help catch the eye of prospective clients and partners.

Showcase your work



Nothing shows your quality of work to potential business contacts better than rich, tangible examples (aka, pieces of flair). Upload or link to your previous work, such as images, presentations, blog posts, articles, and websites, and give people a reason to engage with you.

Optimize your profile for search



Get found by adding keywords or phrases throughout your profile that highlight your best skills to improve your visibility on LinkedIn and in Google searches.

Create a unique URL



Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you. Example: <http://www.linkedin.com/in/sandyjk>

Link to the rest of your digital footprint



Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social profiles.



BOOST YOUR BRAND

Share updates with your network and followers



Your network will appreciate it when you pass along relevant-to-them articles, news, or videos. You'll build your thought leadership platform and others will start to look to you for your insights and expertise.

Engage regularly



Like, comment, or share updates you find interesting. If you found it interesting, chances are your network will too. And don't be shy; promote your accomplishments, portfolio additions and blog posts.

Check out who's checking you out



Regularly review Who's Viewed Your Profile so you can see the industries, locations, and types of members viewing your profile content. Consider reaching out to anyone that piques your interest.

Engage in your groups

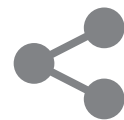


Share knowledgeable insights and build rapport with other contributors within the groups you've joined on LinkedIn. You can use the platform as a public forum to discuss trends and topics thereby building your brand.



STAY IN-THE-KNOW

Follow relevant content channels, influencers, companies, members and bloggers



Stay informed and challenge your current thinking by following channels and influencers relevant to your industry or specialization, which can be found under the "Interests" section on the navigation bar. Get their updates in your own feed.

Identify and join LinkedIn Groups



Look for and join groups of alumni, industry or interests to stay informed on hot topics and news. Customize group notifications for each group to avoid overwhelm.



ESTABLISH YOUR NETWORK

Connect with a wide range of contacts



Expand your base network by connecting with former coworkers, current colleagues, friends, and even family. Building your network helps you connect not only with who you know but also who they know.

Reach out to alumni from school, past jobs, etc.



Use University Pages to broaden your network by connecting with members of your alma mater. You can sort alumni by location, role, and current company, and find contacts that might help you achieve your goals.

Search on LinkedIn



Use the single search box at the top of every LinkedIn page to find People, Jobs, Companies, Groups and Schools.

Consider InMails (upgrade)



InMail messages can be sent directly to another LinkedIn member to whom you're not connected. If you have a Basic (free) account, you must upgrade to a Premium account to use InMail.

Stay in touch



You can improve the quality of your network by keeping an active line of communication with your contacts via LinkedIn. See the Boost Your Brand section.

Leverage quality content



Stay relevant and build your personal brand by sharing consistent high-quality content.

Start a conversation



Mention companies or connections in your updates thereby increasing exposure for your posts or sparking a conversation.

Link to your other communication channels



New contacts can learn more about you when you embed or include a link to your LinkedIn profile into your email signature. Also consider adding your personalized profile URL to your business card or website.

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