

LinkedIn Basics: Creating the right profile

01

- > Provide basic background information.
- > Prominently display your contact info, include a professional looking headshot.
- > Continue to update your profile as needed and be visible by adjusting your public profile settings.

02

- > list clear & detailed info about your education and work history
- > add volunteer experiences
- > organize your skills in order of importance
- > clearly state your networking purpose
- > customize your LinkedIn URL to enhance your personal brand
- > include keywords in your summary
- > develop a meaningful headline

03

Proof read your entire profile. Have a friend check for spelling errors and grammar.

04

- > Connect with those you know
- > Endorse people you respect
- > Join 3-5 groups and remain active in each

05

- > create a multimedia profile to highlight your presentations, videos , etc.
- > Avoid overused buzzwords.
- > Proofread your entire profile- correct grammar and writing is essential to a professional online presence.

06

Be mindful of what you say or post on your profile. If it is not suitable for a job interview, then it's probably not suitable for LinkedIn.