

# Kelly's Tips

## Put A Face To Your Name

Your profile must include a picture – as people connect with people not outlines on a grey background. A profile picture is also your first networking opportunity to make a strong impression, so use a professional quality headshot.

## Googleability

When someone googles your name, what do they find? LinkedIn has a high Google Page Rank – enabling you to control that first best impression.

**Bottomline:** You are in control of what is being discovered about your expertise and professional interests by actively managing the presentation of your profile on LinkedIn.

## Beyond The Job Title

Your headline is more than your last job title – it's your opportunity to brand yourself for the opportunity you want or to highlight the expertise you're flexing. A descriptive headline encourages viewers to read your whole profile and invites conversation (i.e. "Entrepreneur Advocate" vs "Lawyer"). Keep in mind the titles/keywords which are relevant to your target audience (recruiters, media etc).

## Who Are You?

Your life is not static, and your LinkedIn profile should not be either. If you're just getting started, you'll need to spend some time creating a profile that does more than simply recite your resume. If you've already created your profile, you should periodically update and refine it to accurately reflect your current activities, professional interests and career ambitions. The more active, dynamic and complete you make your profile, the more opportunities you create for people to find and connect with you (based on your interests and talents).

*"...the new [networking] question is not what you know but Who knows what you know?" - Build Your Dream Network p. xxii*

## Be Your Own Best Recruiter or PR Team

Think about how sharing an update is enhancing your professional credentials and showcasing your skills. Your online activity (posting an update) becomes someone else's network activity, resulting in you becoming top-of-mind. Some suggestions for staying active (and not annoying) with LinkedIn updates:



### The About Section

Don't simply duplicate your current experience in the About section! Put some thought into how you use this valuable networking space.

"About" is an opportunity to provide a personal mission statement or career objective PLUS stay top of mind, by using a simple, dynamic narrative which can be updated periodically. For example, in the About section, you could:

- list upcoming conferences, skills-based programming or online events you're attending. Mention any certification(s) you're pursuing. Remember to include any relevant links.
- reference a recent award, career milestone or appointment.
- highlight a recently published article or media interview or company newsletter.

Remember to include a call-to-action (i.e. your contact information, new product release or newsletter sign-up).

### Manage Your Time

Creating a profile takes time - editing and updating it takes a few minutes a day (or week). Remember to turn off your activity broadcasts (in Settings) when you're making major changes to your profile (unless you want everyone to know you're overhauling your profile).

Set your LinkedIn email preferences (types of messages and frequency).

Decide your contact settings based on your career needs. Are you interested in a new job, business referrals or getting back in touch? If so, you may want immediate or daily reminders, for others (who are not actively searching to make a career change) weekly may alerts suffice.

- ▶ Share an idea or recommend an article or post an update on a cause you care about. Consider when your network uses LinkedIn (weekdays, mornings etc.) and time your post(s) accordingly.
- ▶ No selfies! Keep the content professional. Focus on work-related or industry events, upcoming conferences/webinars or stating an opinion on an article you've read.
- ▶ Remember networking is NOT all about what you have to say. An effective way to connect with others is to follow and engage with them by commenting on or asking questions in regards to their posts.

### More Than Rank & Serial Number

LinkedIn is more than just a digital resume - so don't just list your last two jobs and dates of employment. Think about your experience as your evolving career story: where you worked, projects you excelled at, volunteer experiences which shaped your leadership skills and the soft skills you attained along the way - together with the qualifications you are developing through current experiences. Don't overlook the "non-paying jobs" (internships, benefit committees or community projects) as these roles may actually highlight your abilities (and ambitions) to the fullest. And flex your bragging muscle! Describe what you learned or accomplished in all of these roles.

### FINAL ACTIONS

#### Polish Your Profile

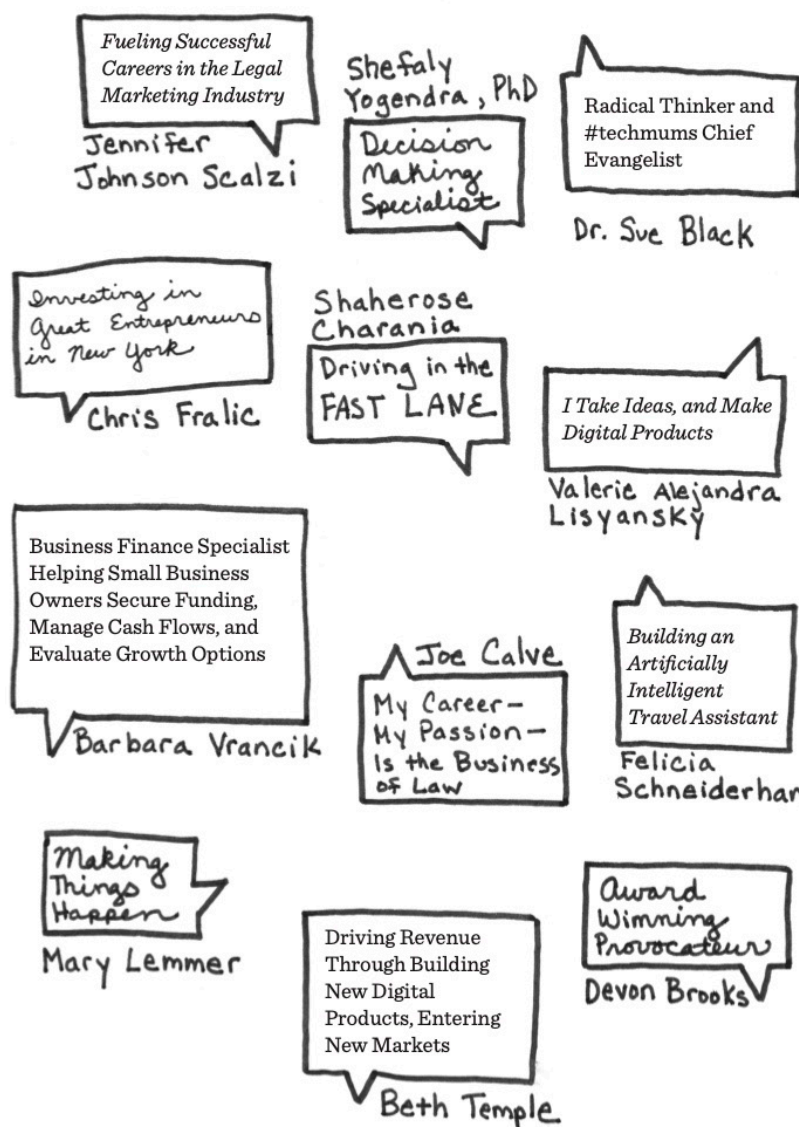
- ▶ Think carefully about keywords. What are the primary keywords your industry uses (and recruiters search for)? Review a recent job listing for hints.
- ▶ Enhance your profile by adding sections (languages, patents, publications, skills, certifications, projects, honors, organizations and volunteering). Plus think about what links (to external documents, photos, sites, videos, and presentations) will enhance your profile.
- ▶ (re)Arrange the content to customize your profile (yes, LinkedIn allows you to do this!). What do you want viewers of your profile to read first? Projects ahead of Experience? Honors & Awards before Organizations?

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**What's Your Headline** (from page 161 of *Build Your Dream Network*).

Titles don't necessarily ignite conversation or reveal what you are capable of or striving for. Since we're all cobbling together careers based on the sum of our skills, interests, passion, and experience, why not share that as your tagline or headline or 140-character bio?

# WHAT'S YOUR HEADLINE?



**Need more?** Here is where you can find additional resources on LinkedIn:

The Build Your Dream blog on my website [jkellyhoey.co](http://jkellyhoey.co) - search “LinkedIn” and you’ll discover 100+ mentions of the professional networking platform.

Check out the January 28 episode of the Build Your Dream Network podcast (“*The Top 5 In-Demand Soft Skills--And How To Flex Them*”) as I talk about LinkedIn’s report on in-demand soft skills and the ways you can showcase those skills in your LinkedIn profile. I’d also suggest the May 12 episode (“*Reinventing Your Career*”) as the conversation dives into the importance of LinkedIn during a job search.

You can find and subscribe to the Build Your Dream Network podcast on Apple Podcasts, Spotify, Podtail, RadioPublic and other podcast platforms.

I post insights regularly on LinkedIn so follow me: <https://www.linkedin.com/in/kellyhoey/>

And of course, I discuss LinkedIn as a professional networking tool through-out *Build Your Dream Network: Foraging Powerful Relationships In A Hyper-Connected World* (which is available on Amazon and other major online booksellers, along with Audible plus you can find it at your favorite local book retailer via websites such as <https://bookshop.org/> and <https://www.indiebound.org/>