



## LinkedIn Profile Tips & Guidelines

The following document sets out to provide some tips and guidelines to help optimise your LinkedIn profile. Please also refer to the copy of LinkedIn presentation slides made available for additional info.

### Why LinkedIn?

Social and professional networking sites such as LinkedIn are great resources for: enhancing your online brand, searching for a job, or being headhunted, creating meaningful connections, and staying current in your industry.

\*\*Remember all content in LinkedIn is available publicly (except contact details which are only available to your connections) and searchable by your network / recruiters / your future employer, so ensure you include all the **relevant key words** you wish to be identified with, to help attract attention to your brand.

### What is LinkedIn to you? It may be 1 or all the following.

1. Searching for a job or planning a career Transition? So, your digital CV?
2. Demonstrate your value, experience, expertise to your market?
3. To be recognised as a thought-leader / specialist?
4. A resource for your connection strategy?
5. A source for knowledge?



### What is your objective? You want to achieve a profile that...

1. Attracts the right target audience.
2. Makes your profile stand out.
3. Markets you.
4. Showcases the benefit you offer / your value a - why you (what is your 'zing')?

### The following methodology is a good guideline to consider and apply The four C's (a simple methodology)

- #1 **Connect**  
Follow business contributors, people who will motivate and inspire you.
- #2 **Collaborate**  
Engage, comment, share your thoughts.
- #3 **Consistency**  
Be consistent and keep posting and engaging. Be patient.
- #4 **Community**  
Support others, share encouragement, connect with your network.





## LinkedIn Profile Photo

Include a clear, good quality headshot photo of YOU. It is not necessary to have this professionally taken by a photographer, phone's can take s perfectly good quality photo's. Smile, be engaging and approachable.

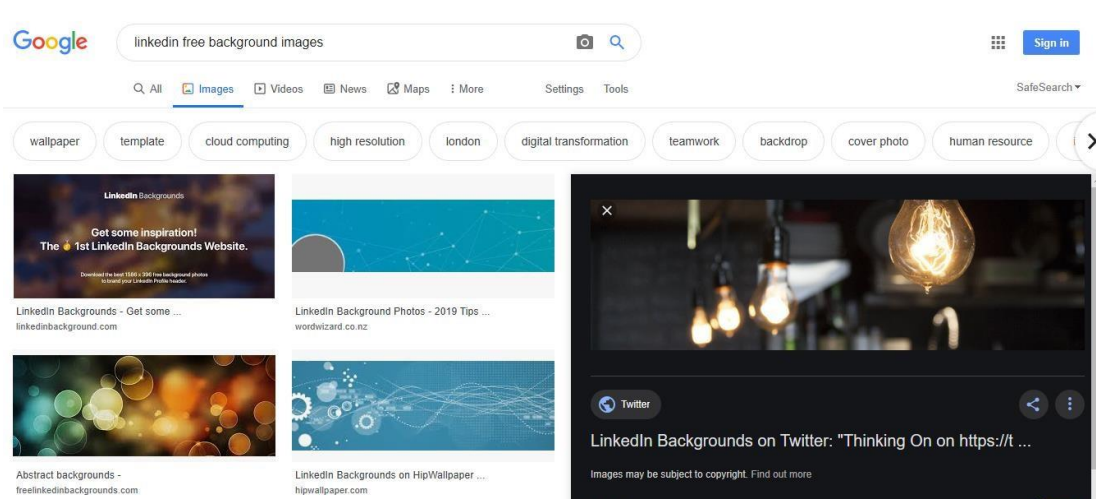
## LinkedIn Background / Banner

It is important to update this section. Incorporate a background / Banner that differentiates you.

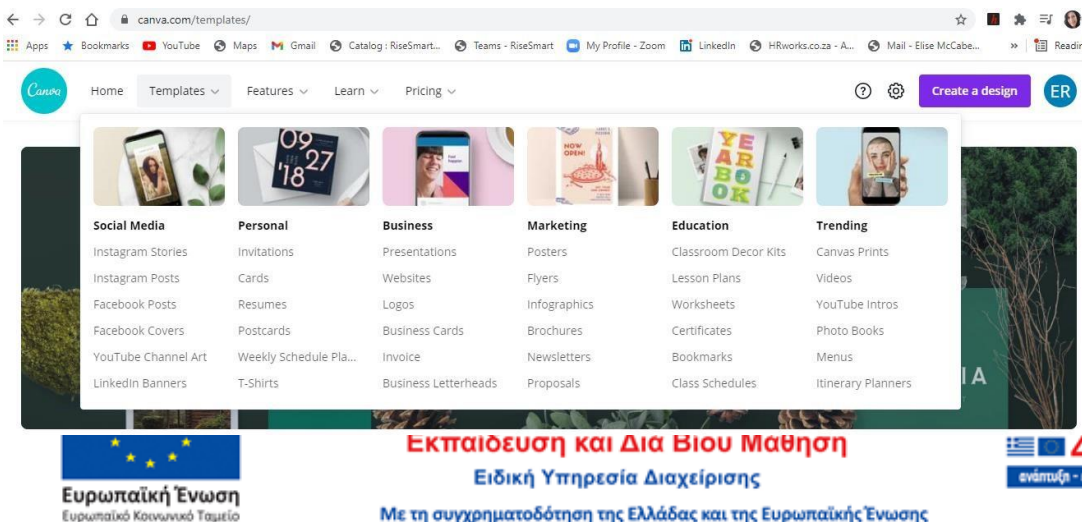
- When selecting an image, ensure that you have not included an image with a logo embedded such as shuttle stock), then this is not 'free'.
- The image is set to catch attention and it is all about **your brand** identity.
- The background image size is as follows, to keep in mind if you select a new image: **1584 x 396 px.**
- **You can Google 'free LinkedIn backgrounds**, which offers you a number of ideas for you to consider.



Here is an example.

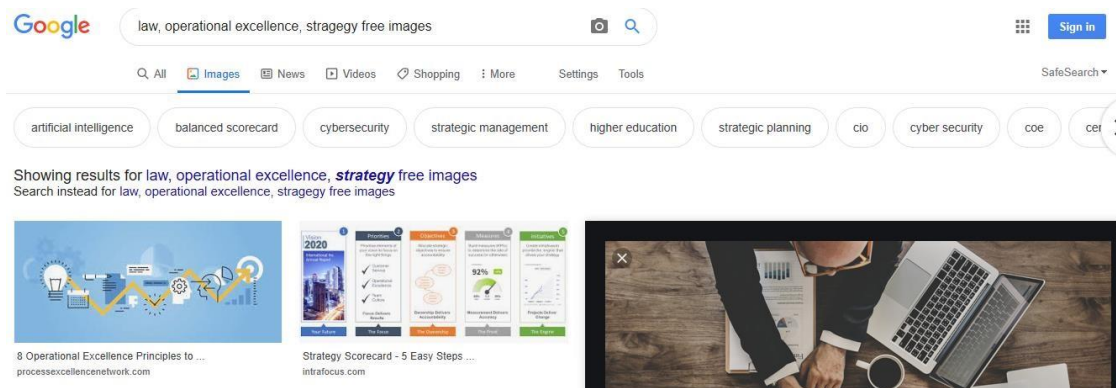


Additionally, you can try CANVA, where you can customise your background / banner.

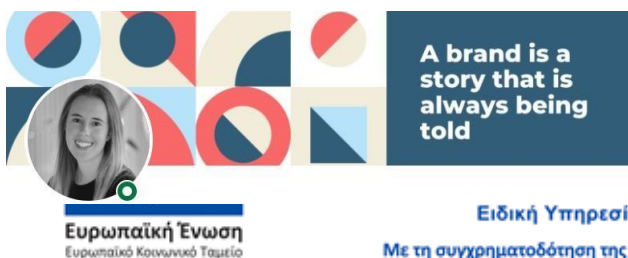
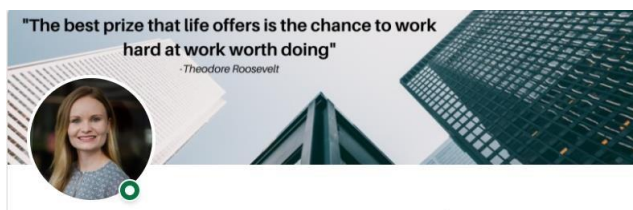




You can also try adding key words - your strengths to 'Google free images' and see other examples.



Here are some examples of creative profile backgrounds / banners:



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### Headline

Always remember: What is your ideal Next? | What will set you apart? What differentiates you? If you like to use Emojis, you can include.

Here are some examples of profile headlines. But what is your offer / value proposition?

#### Elise McCabe ★ Career Coach

I help Job Seekers design, develop and execute an effective & proactive job search plan

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#### Name Surname Project Management | Governance | Health

Demonstrated experience in designing and implementing complex projects with capacity to focus on performance standards and achieve results in unstructured and sometimes chaotic work environments.

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#### Name Surname - Human Capital Specialist

Transformational Coach | Organizational Culture Specialist | Change Maker | Influencer of Human Wellbeing

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#### Name Surname ■ Health Management Specialist

Innovative & passionate medical doctor driving public health initiatives in a diverse pharmaceutical and clinical environment

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Revolutionary 🏆 Yearn for continuous self-improvement

Embrace the pandemonium UP & GIBS

#### Graduate 🇪🇺

Dependable, hardworking, confident and a resourceful problem solver

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#### Name Surname - Marketing Enthusiast

#### Name Surname 🇺🇸

I make numbers make sense. Rapid Growth Strategist. Investor

---

Aspiring author & social entrepreneur. Passionate about education, languages, social enterprise management, and sustainable development.

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### Open to Work

Enable this function if you are in the job market.

According to LinkedIn, over 5 million profiles feature the #OpenToWork photo frame, and these profiles average **40% more InMail's from recruiters and 20% more messages from the LinkedIn community.**





#OpenToWork tag can signal to prospective employers and recruiters that you are actively looking, even if your profile shows you are currently employed.

Note: If not 'publicly' in the job market, then only able Open to Work to Recruiters only, NOT all LinkedIn users.

### **Contact Details**

To make it easy for contacts in your network to engage directly with you, you can populate this section with your email and mobile number.



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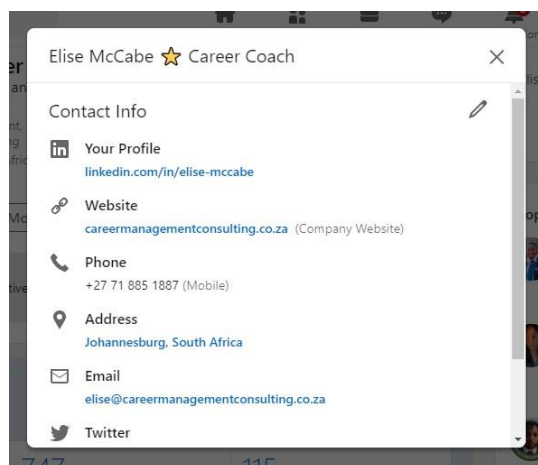
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Note that your contact information is only visible by people you are connected with - people 'following' you will not have access to this information.



### **'About' Section (This is like your Professional Profile section in your CV)**

This section is all about what you can do for the client / company whom you wish to attract. Points to consider:

1. Does this target the right audience?
2. Have you caught 'my' attention in the first 3-lines?

The rule is that you write in the 1<sup>st</sup> person, speak directly to your target market, why you, how will you solve their problem...

Profile Summary is **limited to 2000 characters**. This is a great opportunity to show-case why you.

Consider incorporating headings after a short profile overview such as: Professional Strengths | Achievements | Career Highlights | Key Competencies & Skills | Industry Experience

### **Additional Sections**

#### **Your Dashboard**

Monitor your dashboard to track the progress of awareness and key words in your profile. Is your activity attracting the 'right' audience?



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## **Featured Section**

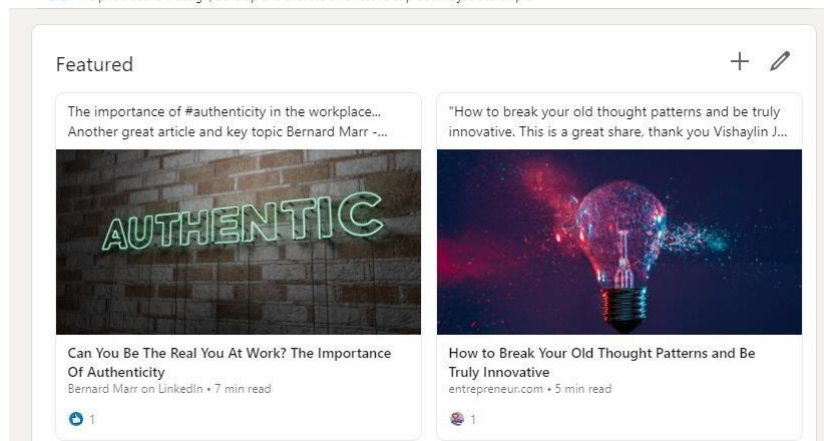
Extract from LinkedIn: “The Featured section is a new area on your LinkedIn profile where you can showcase work samples that you’re most proud of. For example, you can feature posts that you have authored or re-shared, articles you have published on LinkedIn, and even external media like images, documents and links.

You can feature any posts you have authored or re-shared, articles you have published on LinkedIn, as well as external media, documents and links. We encourage you to showcase content that you’re proud of and that you feel is representative of your professional identity.”



Elise McCabe Career Coach

I help Job Seekers design, develop and execute an effective & proactive job search plan



## **Experience**

Update this section in as much detail from your CV. Include / part time experience too, even when working part time during university.

## **Education**

Update this section, so it is comprehensive. You can add your electives, research topic and any academic achievements (which are also differentiators).

## **Volunteer Experience**

Include if you have this experience. If a Job Seeker, employers like to see this.

## **Skills & Endorsements**

Review and update. Do not be too concerned about Endorsements, in my opinion these do not carry a lot of credibility, as people endorse you who do not know you – can simply be a ‘click function’ by someone in your network! It is however important to update your skills section, to include all relevant competencies and skills, particularly that you wish to be searched for on. Remember, recruiters search on competencies and skills, so here, words listed are important.

## **Recommendations**

Keep adding to this section! 3<sup>rd</sup> party recommendations are immensely powerful, as these can be given from clients, business associates or vendors for example. Try to obtain more as and when you can. These can be from work colleagues, subordinates, suppliers and even clients.



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Then just  
review  
your



Accomplishments and interests' sections too. Interests will be relevant to provide connections and content. This may also include companies you would like to work for.



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## Your Network & Connection Strategy and Plan

Refer to the LinkedIn presentation slides for further tips and guidance.

### Activity

Your activity is important to 'get your brand out there', to be recognised as a thought-leader in your field. Your activity will also help differentiate you, therefore identify some articles that add relevance to your current and target audience, to then proceed with a 'campaign launch'. Refer to the LinkedIn presentation slides for further tips and guidance.

**Activity = elevates your profile.**

### LinkedIn Jobs

If you have not done so already, remember to set up job alerts, like the job portals, but it is important to ensure that your job criteria is in line with what you are looking for.

Try different key words in addition to job title in your search, and once you have a good search, set up the alert, and the LinkedIn job app on your mobile phone (if not already set up). Here is an example.

The screenshot shows a LinkedIn search for 'Chartered accountant' in 'South Africa'. The search results are filtered by 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'Remote', 'Easy Apply', and 'All filters'. The top result is 'Assistant Financial Controller - Southern Africa' by GE Healthcare, with 1 connection working here. The second result is 'Group Financial Manager (R1.2 million CTC negotiable)' by Network Recruitment, with 17 applicants and 5 connections working here. The third result is 'Financial Manager CA(SA)' by Network Recruitment, with 5 connections working here. The fourth result is 'Financial Accountant' by Network Recruitment. The job details for the 'Group Financial Manager' position are shown on the right, including a description: 'This long standing concern - dominating the property industry is looking to employ a Group Financial Manager to join their well established team. This is a Senior level position for a qualified Chartered Accountant and the successful incumbent will have thorough exposure and experience in the Property industry as well as experience managing a senior team (managing managers).'



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## LinkedIn Premium Options

Join the millions of LinkedIn members using Premium to get ahead.  
Start your free 1-month trial today.

Career	Business	Sales	Hiring
Get hired and get ahead	Grow and nurture your network	Unlock sales opportunities	Find and hire talent
<ul style="list-style-type: none"> <li>Stand out and get in touch with hiring managers</li> <li>See how you compare to other applicants</li> <li>Learn new skills to advance your career</li> </ul>	<ul style="list-style-type: none"> <li>Find and contact the right people</li> <li>Promote and grow your business</li> <li>Learn new skills to enhance your professional brand</li> </ul>	<ul style="list-style-type: none"> <li>Find leads and accounts in your target market</li> <li>Get real-time insights for warm outreach</li> <li>Build trusted relationships with customers and prospects</li> </ul>	<ul style="list-style-type: none"> <li>Find great candidates, faster</li> <li>Contact top talent directly</li> <li>Build relationships with prospective hires</li> </ul>
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

## Premium Career Features

**Premium Career features**  
Candidates with Premium Career get hired an average of 2X as fast.

<b>Direct messaging to recruiters</b> Reach out directly to any recruiter or job poster with 3 InMail credits	<b>Who's Viewed Your Profile</b> See who's viewed you in the last 90 days and how they found you
<b>Applicant Insights</b> See how you compare to other candidates	<b>Top Applicant Jobs</b> See jobs where you'd be a top applicant and may have an edge over other candidates
<b>Private Browsing</b> Browse anonymously while still seeing your profile views	<b>Online video courses</b> Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning
<b>Interview Preparation</b> Prepare for commonly asked interview questions with sample answers from experts and hiring managers	

## Premium Business Features

**Premium Business features**  
Premium Business members get an average of 6X more profile views.

<b>15 InMail™ messages</b> Contact anyone on LinkedIn, even if you're not connected	<b>Who's Viewed Your Profile</b> See who's viewed you in the last 90 days and how they found you
<b>Unlimited people browsing</b> View unlimited profiles from search results and suggested profiles – up to 3rd degree	<b>Business Insights</b> Get deep insights into a company's growth and functional trends
<b>Online video courses</b> Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning	



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## Premium Sales Features

**Sales Navigator Professional features**  
Top social selling professionals are 3X more likely to exceed quota.

 <p><b>20 InMail™ messages</b> Start meaningful conversations with leads, even if you're not connected</p>	 <p><b>Standalone sales interface</b> Enjoy the power of LinkedIn, designed for sales professionals</p>
 <p><b>Advanced lead search</b> Zero in on decision makers with advanced search filters such as geography and seniority level</p>	 <p><b>Custom lead and account lists</b> Create, organize, and keep track of lead and account lists</p>
 <p><b>Lead recommendations and saved leads</b> Quickly discover the right people and save them to stay up to date</p>	 <p><b>Alerts and insights</b> Take the right action at the right time with real-time updates on your leads and accounts, such as job changes and recent company growth</p>
 <p><b>All Premium features</b> Get all Premium has to offer such as who's viewed your profile and unlimited people browsing</p>	 <p><b>Online video courses</b> Get the most in-demand skills taught by industry experts with LinkedIn Learning to accelerate your sales career</p>

## Premium For Recruiters - if a Job Seeker, good to be aware of this

**Recruiter Lite features**  
Join the thousands of businesses that are hiring with Recruiter Lite.

 <p><b>30 InMail™ messages</b> Contact anyone and save time with templates</p>	 <p><b>Who's Viewed Your Profile</b> See potential candidates who viewed you in the last 90 days</p>
 <p><b>Advanced Search</b> Zero-in on top talent with advanced search filters designed for recruiting</p>	 <p><b>Unlimited people browsing</b> View unlimited profiles from search results and suggested profiles – up to 3rd degree</p>
 <p><b>Automatic candidate tracking</b> Track candidates and open roles with Projects</p>	 <p><b>Integrated hiring</b> Manage your whole candidate pool in one place</p>
 <p><b>Recruiting-specific design</b> The LinkedIn experience, enhanced for recruiting</p>	 <p><b>Smart Suggestions</b> Use dynamic suggestions as you search to uncover additional talent</p>



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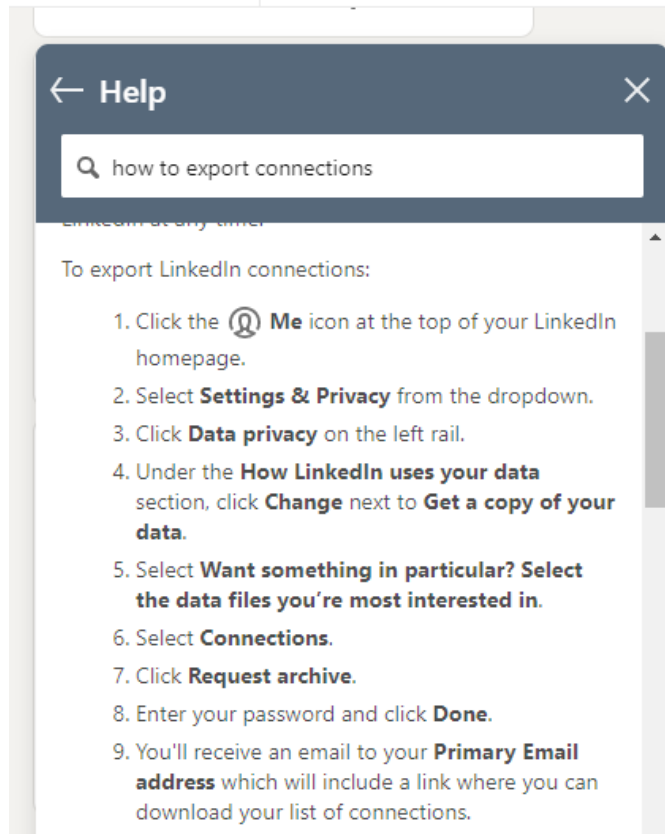
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## Last tip...

### Export your LinkedIn Connections

How many connections do you have in your LinkedIn network? Perhaps there are some valuable connections that you are not even aware of... So, perhaps you may want to take a closer look at the 'make up' of your LinkedIn network. Below are the steps on how you can go about exporting a full list of your connections to then work through and perhaps incorporate in your connection / networking plan.



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