

Enhance Your Presence on LinkedIn

Build Your Profile

Every day, members access LinkedIn to read the latest industry news, participate in group discussions, and connect with other professionals. Use this guide to build a profile that quickly tells an impactful, professional story about you. Give other LinkedIn members a glimpse into who you are and get them excited to learn more about you, your team, and your organization. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

Use a **profile picture** that represents you, professionally. This helps humanize your profile and makes you more approachable.

Use your real **name** so that you are easy to find.

Write a **headline** that creatively explains your value and passion for your job.

The screenshot shows a LinkedIn profile for Karina Bieker. The profile includes a profile picture, a headline, a current position at Enigma Corporation, and a summary. The summary contains two paragraphs of text. Below the summary are two media cards: '10 Words You Should Not Use on Your LinkedIn Profile' and '5 Groundbreaking Perks That Truly Help to Retain Great Talent'. On the right side, there is a sidebar with options to 'Add new profile section', 'Edit your public profile', and 'Add profile in another language'. Below that, it shows 'Karina has 500+ connections' and 'Contact and Personal Info' which includes 'Your Profile' URL, 'Websites', and 'Email'.

Think of your **summary** as your “elevator pitch.” It should tell people what they can expect from you, what you do in your current position, why your company is great, and highlight your strengths.


Make your profile more engaging by sharing your standout projects with **rich media**. This is also a great way to showcase your company and employer brands.

Customize your **URL** for your business cards and email signature, and be sure to use your **work email address**.

Add up to 3 **websites**, such as your personal portfolio, your company website, and a link to your career page so visitors can learn more about you and your company.

Use the **experience** section to tell your story. LinkedIn is not a job board, so your profile doesn't have to read like a resume. Write 2-3 concise sentences on your major wins for each position, and how you brought value to your team.

Experience + ✎


 **Recruiter**
Enigma Corporation
Feb 2008 – Present • 9 yrs • Mountain View, Ca


In my role at Enigma, I provide full life-cycle recruitment support for hiring managers throughout the United States. To do this, I build and nurture strong relationships with both candidates and hiring managers, and maintain an up-to-date pool of talent. I also train new employees on recruiting and sourcing best practices, interviewing techniques, and applicant tracking system protocols to name a few. Additionally, I serve as a social media team lead where I develop strategies to promote the Enigma brand and position ourselves as thought leaders within the human resources industry.


[See less](#) ⌵

Your **featured skills & endorsements** work hand in hand as mini-recommendations that speak to your skillset. You enter your skills, and then your connections can endorse those skills.

Featured Skills & Endorsements • ✎ [Add a new skill](#)

Talent Acquisition · 2  Hayden Mills and 1 connection have given endorsements for this skill

Sourcing · 2  Tanner Worth and 1 connection have given endorsements for this skill

Recruiting · 1  Max Lotz has given an endorsement for this skill


[View 7 more](#) ⌵

Having others recommend you is validation of your work and who you are as a professional. Ask people you have worked with in the past to write a **recommendation**.

Recommendations ✎ [Ask to be recommended](#)


[Received \(1\)](#) [Given \(1\)](#)


“ Karina found me an exciting position in my field - and she did it quickly and efficiently. I have been with this company for over a year now and could not be happier. Thank you Karina for your professionalism and for listening to what I was looking for.


 **Max Lotz**
Changing lives everyday
January 20, 2017, Max was a client of Karina's


Follow your own **company**, your competitors, and companies you are interested in learning more about. Updates from companies you follow are shared to your newsfeed so it's easy to stay informed about these companies.


Interests


 **Pulse**
1,507,574 followers

 **LinkedIn**
2,087,507 followers

 **Daniel Goleman** in
What Makes a Leader? Emotional and Social Intelligence
3,853,293 followers

 **The Business Analyst Forum**
89,064 members

 **Northwestern University**
188,672 followers

 **Human Resources Management Association (HRMA)**
60,642 followers

[See all](#)

Select **influencers** to follow and stay up-to-date on what's happening in your industry.

Add your schools. Many people want to network with alumni from their **school** as you have something in common and an instant connection.

Join **groups** in the industries you work in and are interested in learning more about. Engaging in discussions will help you develop yourself as a thought leader in these industries. Leverage articles from your newsfeed or top influencers to start a conversation in a group.

Engage with Your Network

When you engage on LinkedIn by connecting with others, participating in groups, sharing content, and by liking and commenting on content that your network has shared, you increase your visibility and your brand. Here are some best practices that you can do on a daily basis to engage with your network on LinkedIn.

Connect Thoughtfully

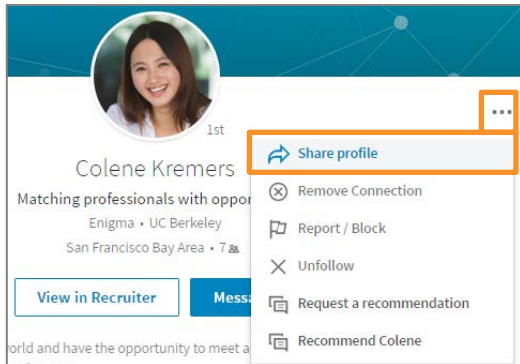
Have a connection strategy. Connect with the following members on LinkedIn:

1. Your team
2. Other leaders in your organization
3. People you've worked with
4. People you've met at conferences, training, or other work-related events
5. Key vendors you work with regularly
6. People who you think might be great candidates for future roles at your company

If you're reaching out to connect with someone you don't know remember to introduce yourself and include a reason as to why you're connecting.

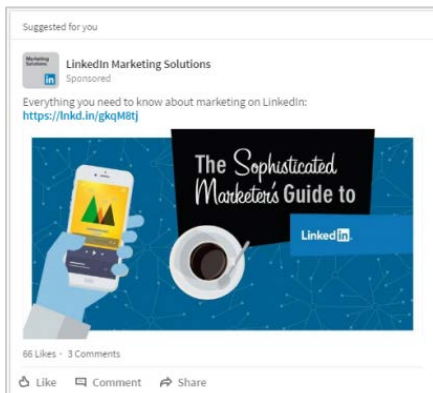
Share Great Profiles

When you see members on LinkedIn who might be a good fit for your team or a partner team, share their profile and include a brief message why you think they might be a good fit for the team.



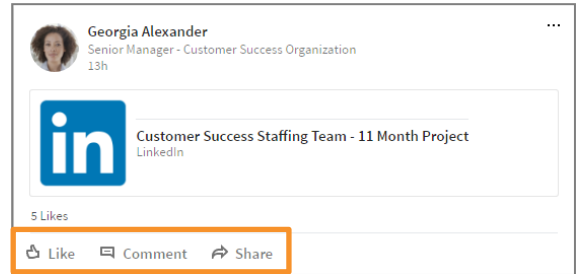
Leverage the Newsfeed and Influencers

Utilize your newsfeed and follow industry thought leaders to stay up-to-date on what is happening within your industry.



Share Jobs

Jobs that are shared are viewed 3 times more than jobs that aren't, and have a higher apply volume. Be sure to "like" and share jobs posted on LinkedIn to help your company fill open positions.



Use Groups to Network

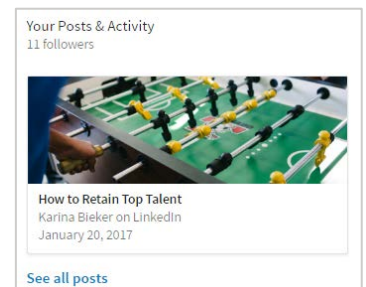
Participating in groups is a great way to start conversations, build relationships, expand your knowledge, and begin positioning yourself as a thought leader in your industry.

Increase Visibility - Update Your Status

Position yourself as an industry leader to your network by communicating via your status update. Share the following types of content on LinkedIn:

1. Company news
2. Industry articles
3. Influencer posts
4. Examples of company culture

As you begin sharing content, you'll notice that members in your network will begin liking and sharing what you are posting.



Go Mobile

Download the LinkedIn app to your smartphone or tablet so that you can engage with your network on the go.

