



**IS YOUR  
INDUSTRY SECTOR  
ON YOUR LINKEDIN PROFILE  
THE CORRECT ONE?**

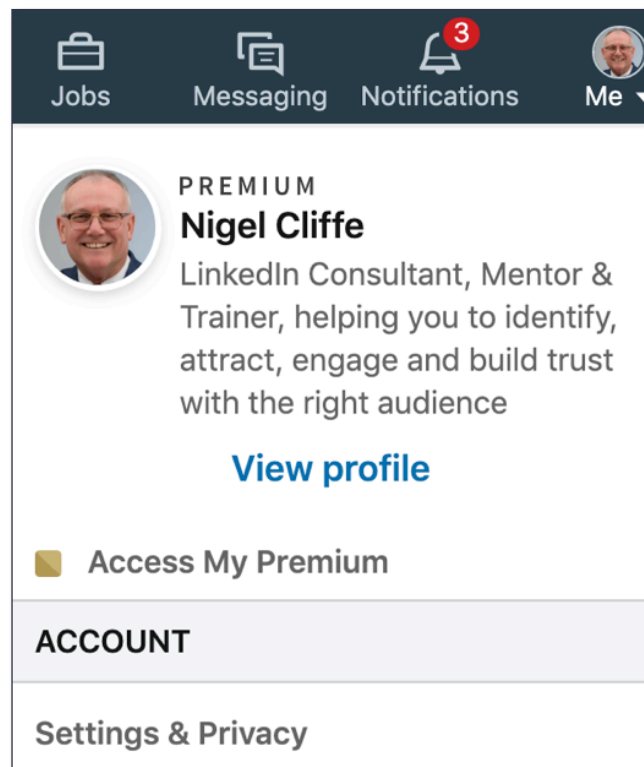


**I think you'd agree that being identified in the correct industry is a pretty fundamental setting on your LinkedIn profile.**

Yet, LinkedIn doesn't make this setting easy to find if you want to change or check it.

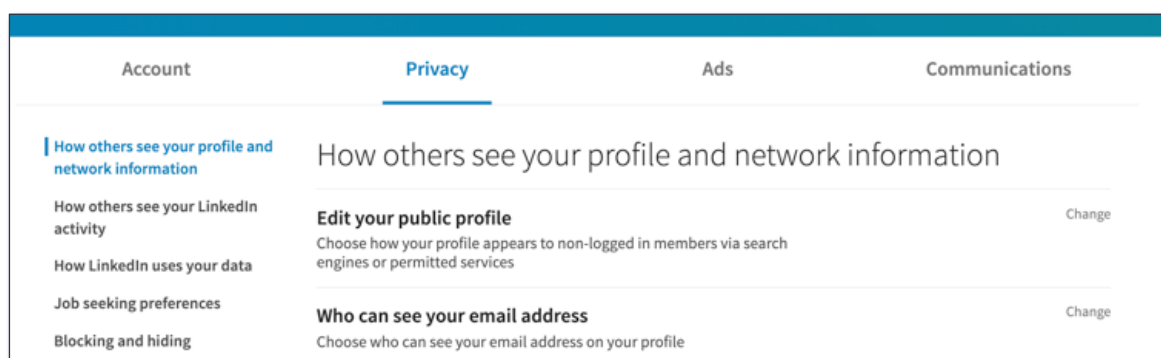
If, like me, you want to check it from time to time, here are the steps to take:

Go to 'Me' on the top navigation:

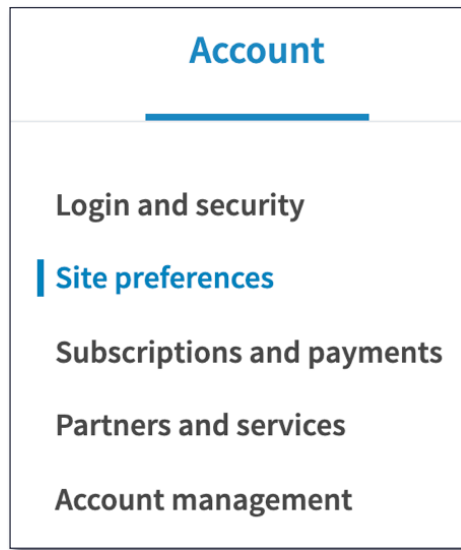


Scroll down and click on 'Settings & Privacy'.

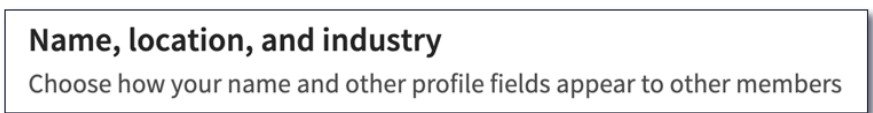
By default, you will arrive on the default 'Privacy' column.



Scroll across to 'Account' and drop down to 'Site preferences'.



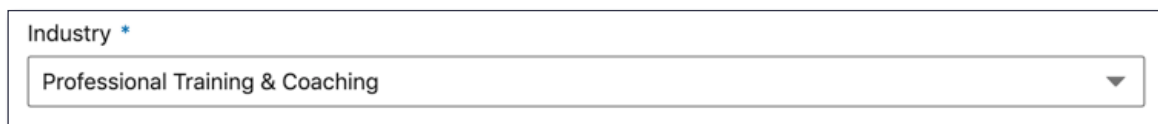
There you will find 'Name, location, and industry'.



On the right you will see 'Change'.

Click on this and a new pop-up box will appear with other editable fields on your profile.

If you scroll down, you will find 'Industry'.



Once you are there, click on the arrow and a **long** list of options will appear:

Accounting	Consumer Services
Airlines/Aviation	Cosmetics
Alternative Dispute Resolution	Dairy
Alternative Medicine	Defense & Space
Animation	Design
Apparel & Fashion	Education Management
Architecture & Planning	E-Learning
Arts and Crafts	Electrical / Electronic Manufacturing
Automotive	Entertainment
Aviation & Aerospace	Environmental Services
Banking	Events Services
Biotechnology	Executive Office
Broadcast Media	Facilities Services
Building Materials	Farming
Business Supplies and Equipment	Financial Services
Capital Markets	Fine Art
Chemicals	Fishery
Civic & Social Organization	Food & Beverages
Civil Engineering	Food Production
Commercial Real Estate	Fund-Raising
Computer & Network Security	Furniture
Computer Games	Gambling & Casinos
Computer Hardware	Glass, Ceramics & Concrete
Computer Networking	Government Administration
Computer Software	Government Relations
Construction	Graphic Design
Consumer Electronics	Health, Wellness and Fitness
Consumer Goods	Higher Education

Hospital & Health Care	Mechanical or Industrial Engineering
Hospitality	Media Production
Human Resources	Medical Devices
Import and Export	Medical Practice
Individual & Family Services	Mental Health Care
Industrial Automation	Military
Information Services	Mining & Metals
Information Technology and Services	Motion Pictures and Film
Insurance	Museums and Institutions
International Affairs	Music
International Trade and Development	Nanotechnology
Internet	Newspapers
Investment Banking	Non-Profit Organization Management
Investment Management	Oil & Energy
Judiciary	Online Media
Law Enforcement	Outsourcing / Offshoring
Law Practice	Package / Freight Delivery
Legal Services	Packaging and Containers
Legislative Office	Paper & Forest Products
Leisure, Travel & Tourism	Performing Arts
Libraries	Pharmaceuticals
Logistics and Supply Chain	Philanthropy
Luxury Goods & Jewelry	Photography
Machinery	Plastics
Management Consulting	Political Organization
Maritime	Primary / Secondary Education
Market Research	Printing
Marketing and Advertising	Professional Training & Coaching

Program Development	Sports
Public Policy	Staffing and Recruiting
Public Relations and Communications	Supermarkets
Public Safety	Telecommunications
Publishing	Textiles
Railroad Manufacture	Think Tanks
Ranching	Tobacco
Real Estate	Translation and Localization
Recreational Facilities and Services	Transportation / Trucking / Railroad
Religious Institutions	Utilities
Renewables & Environment	Venture Capital & Private Equity
Research	Veterinary
Restaurants	Warehousing
Retail	Wholesale
Security and Investigations	Wine and Spirits
Semiconductors	Wireless
Shipbuilding	Writing and Editing
Sporting Goods	

Choose the one which best represents your industry sector.

This can be a frustrating experience as either:

- a) Your exact industry isn't represented
- b) You have a foot in more than one industry sector

What I recommend is pick one, the one most important to you, but then make sure to mention the other sectors in your 'About' section on your profile.

**There you go, you can now be confident you will be recognised in the right sector for your skills and experiences and be more likely to be found where you should be for your customers and prospects.**

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