



HOW TO SMARTEN UP YOUR LINKEDIN PROFILE



“ Your LinkedIn profile is your personal brand online. Long before people pick-up the phone to talk to you they will be checking your identity online. What will they find? Are you proud of your profile? ”

Nigel Cliffe

ValueExchange

This booklet helps both novices and experienced LinkedIn users ensure they have a few things correctly in place when developing their LinkedIn Profile.

Please note, as soon as something is committed to paper of this type, you can be sure LinkedIn will make unplanned changes, without notification or advance warning. Depending upon when you read this document, it may have certain parts which could be out of date!

Enjoy!

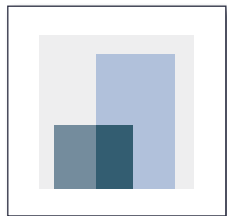
BEFORE WE GET STARTED...

- If you are an employee, it is probably a good time to refresh yourself with the company Social Media Policy Handbook.
- If you are an employer, ensure your standard contract of employment is up to date and provides appropriate guidance for the use of social media in the work environment.
- The world of digital communications is changing rapidly and policies should reflect those changes.
- Ensure you are up-to-date by checking them out.

ARE YOU CONNECTED TO THE RIGHT COMPANY ON LINKEDIN?

- Ensure you are connected (by being employed by) the correct company on LinkedIn? Make sure you are connected there.

If your company logo looks like this, you are possibly not!



If your business or your employers business does not have a Company page, I'd encourage you/them to have one. It professionalises your business identity on LinkedIn.



“Make sure you are connected to the right company on LinkedIn”

IS YOUR LINKEDIN PROFILE READY TO ATTRACT AND ENGAGE?

- **Profile Picture**

Make sure you have a professional looking headshot, smiling at the camera with your full face in the available frame. Be dressed as though you are meeting a client for the first time.



- **Background Picture**

Don't limit your profile to the default background image. Be creative and add an image that helps to tell your story. It could have a logo incorporated, but don't make it too salesy!

- **Headline**

Be compelling, tell a story of how you can help the viewer of your profile, full of valuable keywords (220 characters).

I am an experienced Programme Director and Manager in Social Care, Early Intervention and Integration with Health


- **Location**


Don't make the mistake of having your location based on where you live. Make your location where you would like to do business, or for job seekers, where you'd like to work. It is postcode related, so think of a major town or city that most closely relates to you. If you wish to say United Kingdom, enter 'UK' into the postcode field.


- **Contact Details**


Are all your contact details up to date? Only your 1st degree connections can see them, but ensure everything is correct, including that your business email address is the one people can see. (LinkedIn calls this your 'Primary' email address).

Contact Info

 **Your Profile**
[linkedin.com/in/nigeljcliffe](https://www.linkedin.com/in/nigeljcliffe)

 **Website**
[linkedinintraining.co.uk/](https://www.linkedinintraining.co.uk/) (LinkedIn Training)

 **Phone**
07976 894353 (Mobile)

 **Email**
nigel@valueexchange.co.uk

- **LinkedIn URL**

Have you personalised your LinkedIn URL? Get rid of those miscellaneous letters and numbers by adding your own name. (If your name has been taken, find a suitable alternative).

Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/](https://www.linkedin.com/in/nigeljcliffe)

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

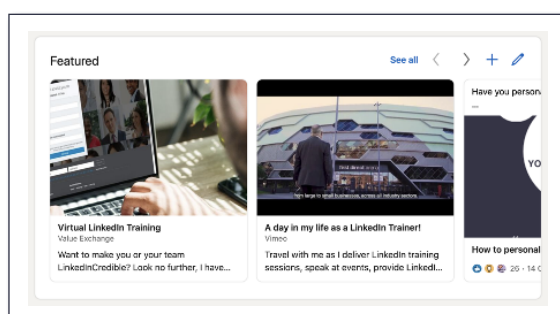
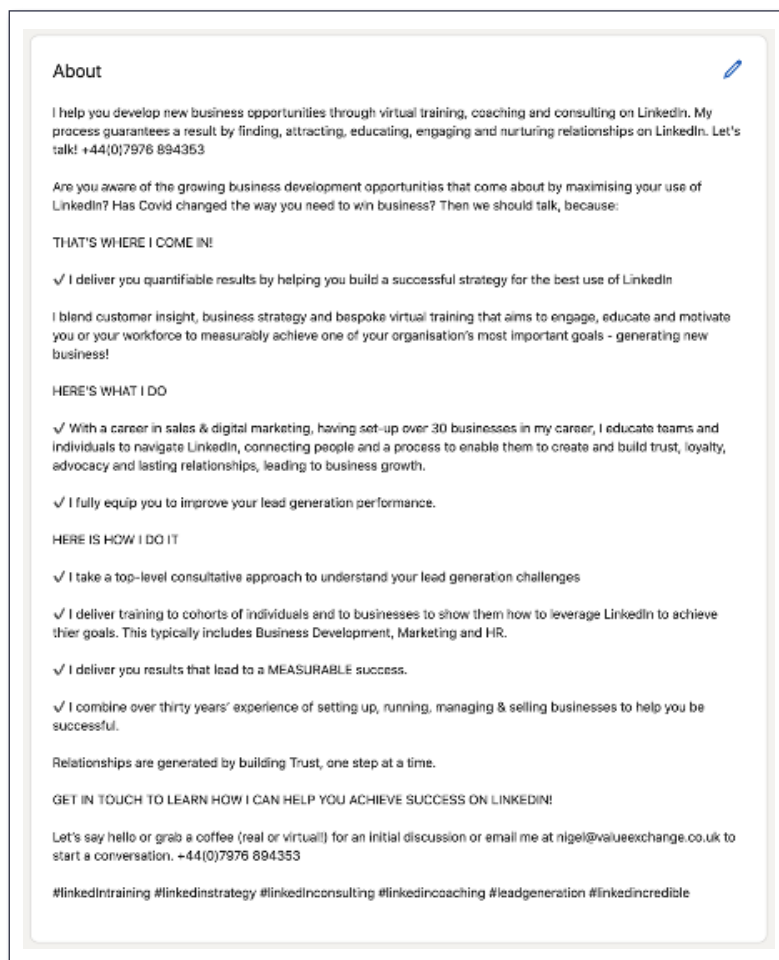
- **About (used to be called Summary)**

It should be primarily about you and not just your company. LinkedIn is a social platform, people connect with people first. Include the role you have for your company in telling your story. Be sure to add a Call-to-Action and your contact details. Make it personal and write in the first person, I.....

This is NOT your CV and shouldn't be written like one!

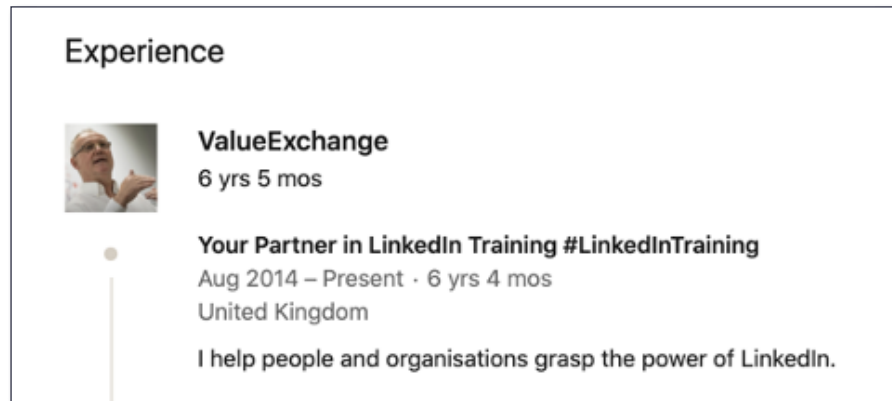
Quite recently LinkedIn separated the 'Featured' section, now giving prominence to the 'rich media' opportunity to allow a visitor to your profile to click on additional media options, such as a document or a video.

Make sure you maximise this new feature to enhance your profile.



- **Experience**

Demonstrate your expertise and your life's journey and your achievements. Not what you did, but how you did it.

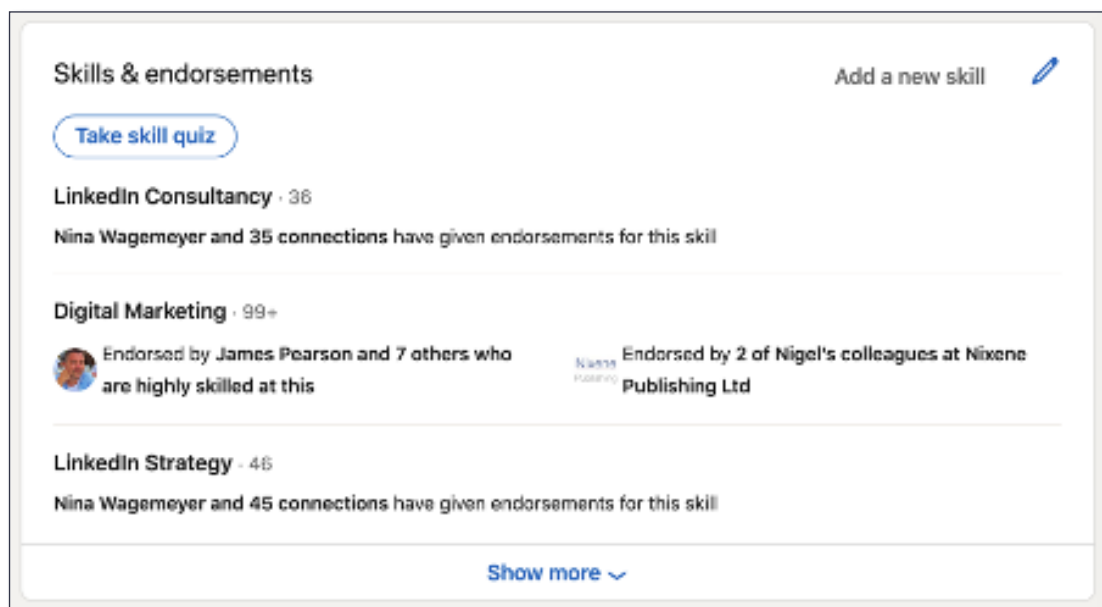


- **Education**

Detail your qualifications and which institutions you attended. It helps build your network and demonstrates your capabilities.

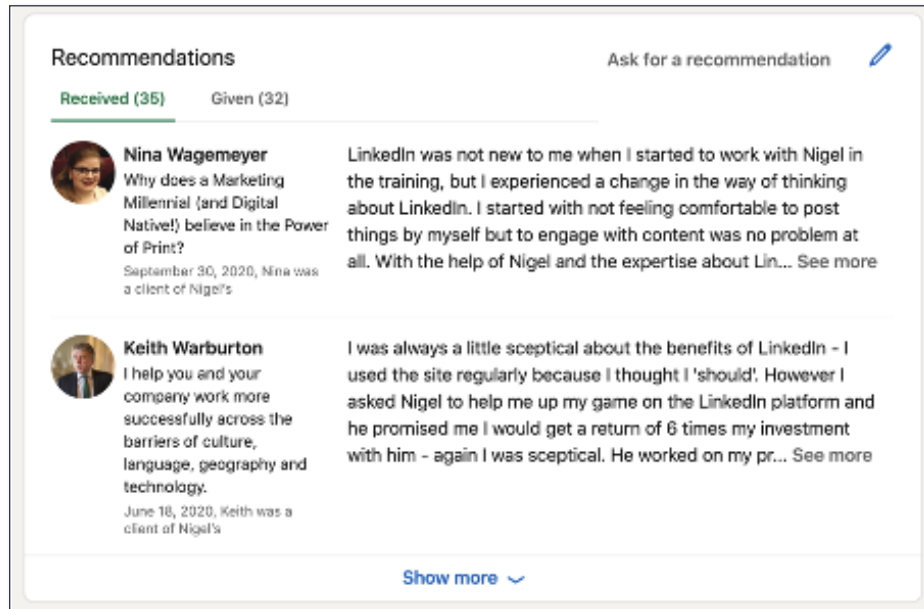
- **Skills**

If you don't prioritise them, LinkedIn and your connections will - stay in control of what you want to be known and found for.



- **Recommendations**

This is your chance to shine - seek them where you can. Do you regularly recommend people? Perhaps you should?



“There are many sections available to you on LinkedIn. Make sure you complete them all. You will never know what piece of information attracts a new connection.”

**You will now have identified
the different areas you need
to improve to ensure you are
maximising the value of your
LinkedIn profile.**

**Nigel Cliffe
Value Exchange**

**nigel@valueexchange.co.uk
07976 894353**

linkedin.com/in/nigeljcliffe



For more detailed information, tips,
tricks and stories that drive success
from LinkedIn, please feel free to visit:

linkedintraining.co.uk



ValueExchange