# Linked in MARKETING 101 COURSE

Building Your Profile Strategically

Your Headline



Your Summary



Keep in mind:





Content should be grammatically correct with no errors in spelling

Keep in mind:

or punctuation

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You should try to keep it brief and aim to give the most information with the fewest words.



Your summary and your headline do not need to be static fields. You can update and freshen up the information you provide about yourself regularly – for instance, what was your biggest accomplishment this year? As we age, so we gather experiences, accomplishments and knowledge; so you need to keep updating your profile to ensure that it conveys everything you have to offer.



Ditch the buzzwords! Remember how you're always told to say things like 'teamwork' and 'synergy' and 'initiative' in your CV? That's old advice and it's become something of a cliché. Try to avoid making the age-old mistake of using big and impressive-sounding words to say... nothing much at all. Instead, focus on being honest, genuine and likeable. Likeability is a big factor actually – no one wants to work with someone who comes across as unpleasant.



Not confident in your writing skills? Write it yourself and then have a proofreader look over it. Many online writing agencies offer this service cheaply, or you can alternatively ask a friend or relative with good writing skills to do it for you.



Experience



Make sure that you include only relevant job roles.



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It's OK to include job roles from previous career paths, however, just make

# If you're fresh out of college and you just want to find a job, then they ma For serious professionals looking for networking opportunities and clients t

Avoid trying to list part time jobs and other non-relevant information

Tip Number 1

You have the option here to list documents, photos, links and videos to back up what you say. You don't have to do this but if you can provide some evidence then this will help you to inspire more confidence and trust.



# Projects



Skills and Endorsements



Make sure you make an effort to endorse other users for their skills. When you do that, you'll find they tend to feel obligated to reciprocate in kind and you'll quickly build up a long list of endorsements.



# Education



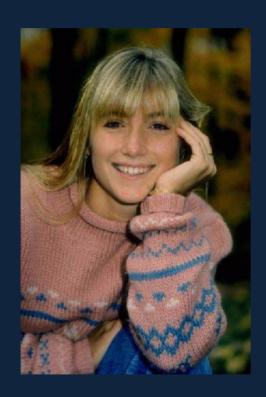
Additional Info

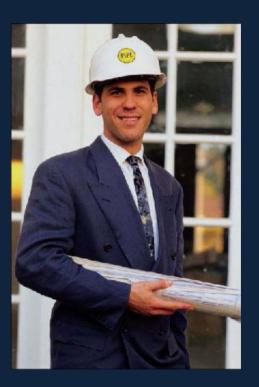


Additional Info Honours and Awards.

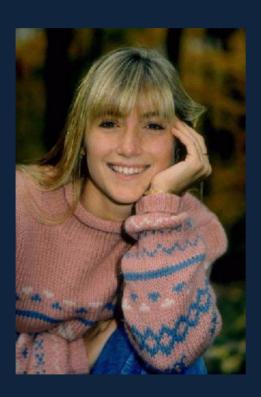


# Your LinkedIn Photo



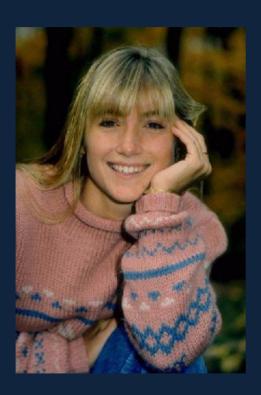






Your photo should be of yourself, with your face prominently visible.





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The best LinkedIn profile pictures will simply be you in a shirt or a suit smiling for the camera.





The best LinkedIn profile pictures will simply be you in a shirt or a suit smiling for the camera.

Avoid anything that looks too staged or forced.





Remember to smile!



Remember to smile!
Pick something that makes you look attractive



Pick something that makes you look attractive

Remember to smile!

best.

Ask a friend or relative to choose a picture if you're unsure which one is

You can also add a cover image, just like on Facebook.

If you have a logo then adding this onto a black background and making it your cover image will help tie all your products and services together and aid with your attempts to build authority.

