

Use LinkedIn to Create Your Personal Brand: STAR-Denver

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Key Elements of a Profile

- Professional photo, background photo, headline
- Personal and Contact Info
- Summary and Experience Sections
- Endorsements and Recommendations

Professional Photo

- Up to date
- Easily recognizable
- Only you in the photo
- Headshot is best

Background Photo

- Tie to your brand
- Consistent with other marketing
- Don't have profile photo blocking anything
 - On computer – it's in on lower left corner
 - On mobile app – it's in the center

Your Name and Headline

- Only your first and last name, plus relevant credentials
- Headline should be more than a job title
- Use key words and tagline in the headline
- Make headline catchy and memorable
- Can have up to 120 characters, mobile app – 100 more

Personal and Contact Info

- Customize your LinkedIn URL
- Include relevant websites & social media sites
- Phone number and email address
- Check to be sure these are current

Summary

- Use the first person to be more accessible and friendly
- Lead off with an impactful statement
- Use key words, short sentences and short paragraphs
- Take a narrative approach – give examples, tell stories
- Include contact info – email, phone number, website

Update Top Part of Profile

- Click on pencil icon just below background photo
- Edit your photo, background photo, name, headline, geographic location, zip code, industry and summary
- Add or edit media (e.g. PowerPoints, videos, internet links)

Experience - Work

- Current and past paid positions
- Could also include volunteer leadership roles
- Use a resume style of writing – short sentences, bulleted lists. Include key words
- Click on pencil icon for updates, + sign to add positions

Endorsements and Skills

- Can list up to 50 skills – click on Add a New Skill and start typing the skill.
- Reorder skills – click on pencil icon and then on the 3 horizontal lines and move skill to where you want it
- Click on pending endorsements and decide whether to add skill or not

Recommendations – Tie to a Work Position

- Ask for recommendation – go to person's profile, click on the three dots and click on Request a Recommendation, complete template
- Give a recommendation – follow same process, click on Recommend (person's name), complete template

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