

How to make a Strong LinkedIn Profile in 6 steps!

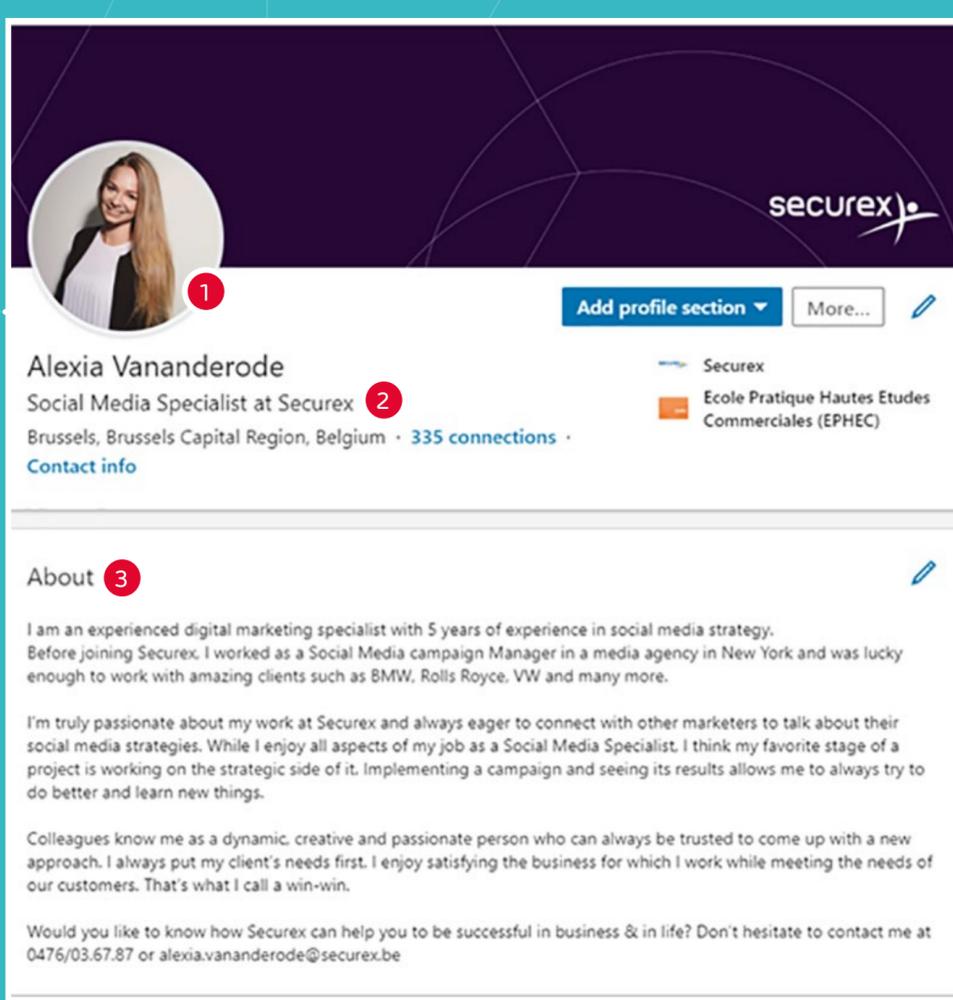
1. OPTIMIZE THE TOP HALF OF YOUR PROFILE!

This is the first thing people will see when visiting your profile, so make sure to put an extra effort on following points:

- 1 Use a **PROFESSIONAL PICTURE!** People should want to contact you, so look professional, but not too serious!
- 2 Use a **CATCHY HEADLINE** to explain what you do & what your specialty is.
- 3 Your **SUMMARY** is really important and is often the first thing people will read when visiting your profile, so make sure to be relevant and to stand out! Your summary should include:
 - Who you are
 - Who you help & how you help them
 - What makes you passionate about your work
 - End by a call-to-action, it will make it easier for people to contact you!

Did you know?

Having a profile picture = 14x more profile views!



2. SHOW RELEVANT EXPERIENCE

Your LinkedIn profile is like your resume, so don't hesitate to mention your previous jobs/experiences, especially if those experiences have a link with what you do today! Not only is it important to mention them, it is also important to explain **WHAT YOU DID** during your various experiences. It can be short (2-4 sentences), but make sure you put your skills up front.



3. ADD YOUR EDUCATION & TRAINING

Adding your education to your profile is a good way to connect with your old classmates. You have some specific degrees, language certificates or even awards? Make sure you mention them. You even have the possibility to attach your thesis/studies. Anything that can **SHOW YOUR EXPERTISE** should be added in this section.



4. ADD YOUR SKILLS

Adding your skills to your profile will show your **TALENTS & STRENGTHS** as a professional. You can add up to 50 skills on your profile! Make sure you mix soft and hard skills, soft skills will represent your personality and behaviour (communication, leadership) while hard skills are based on your education and experience, such as project management, event planning or even copywriting.



5. REQUEST RECOMMENDATIONS

Recommendations are the perfect addition to your profile. They validate your special skills, expertise and **HOW WELL YOU WORK WITH OTHERS**. Don't hesitate to contact your colleagues, manager, leaders to recommend you! Chances are high they will if you recommend them too!



6. BE ACTIVE

Last but not least, **YOUR ACTIVITY IS CRUCIAL TO SHOW YOUR EXPERTISE**. People can see your activity on your profile. First of all, they can see the publications you liked, commented or shared. That will show what content you're interested in. Secondly, there's content you write yourself, such as publications and articles. These are really important to show your expertise and professionalism! Make sure to publish regularly, but be careful to write **PROFESSIONAL AND PERTINENT** content – this is not Facebook!



Any questions about your LinkedIn profile or any other Social Media channels?

Please contact our Social Media Specialist
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