



CREATE YOUR PERSONAL BRAND ON LINKEDIN

PROFILE PICTURE

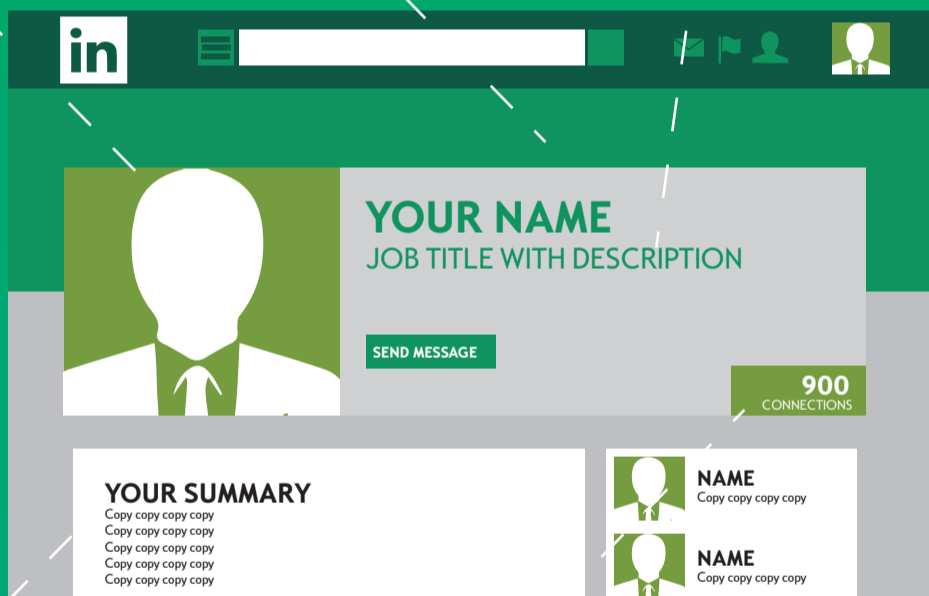
- Only you in the picture
- Clean background
- Your face is at least 60% of the frame
- Approachable, warm expression
- Professional attire, not a glamour shot

BACKGROUND PICTURE

- Save the image to your computer
- Click the pencil tool and upload the saved image

YOUR HEADLINE

- What do you do?
- Where do you do it?
- Who do you help?
- How do you help?



YOUR SUMMARY

- A brief bio explaining who you are
- First-person narrative
- Convey aspirations
- Include keywords
- Highlight strengths and values
- Promote yourself, then the company

GROW YOUR NETWORK

- Like, share and comment
- Add connections
- Answer Messaging/InMail
- Share relevant information and updates
- Join groups and company pages

DOS AND DON'TS

- ✓ Do personalize your connection requests.
- ✓ Do create a personal tagline.
- ✓ Do respond promptly to all requests.
- ✓ Do explain your experience with details and examples.
- ✗ Don't copy and paste your resume.
- ✗ Don't treat it like Facebook.
- ✗ Don't request connections/recommendations from people you don't know.
- ✗ Don't comment negatively.