



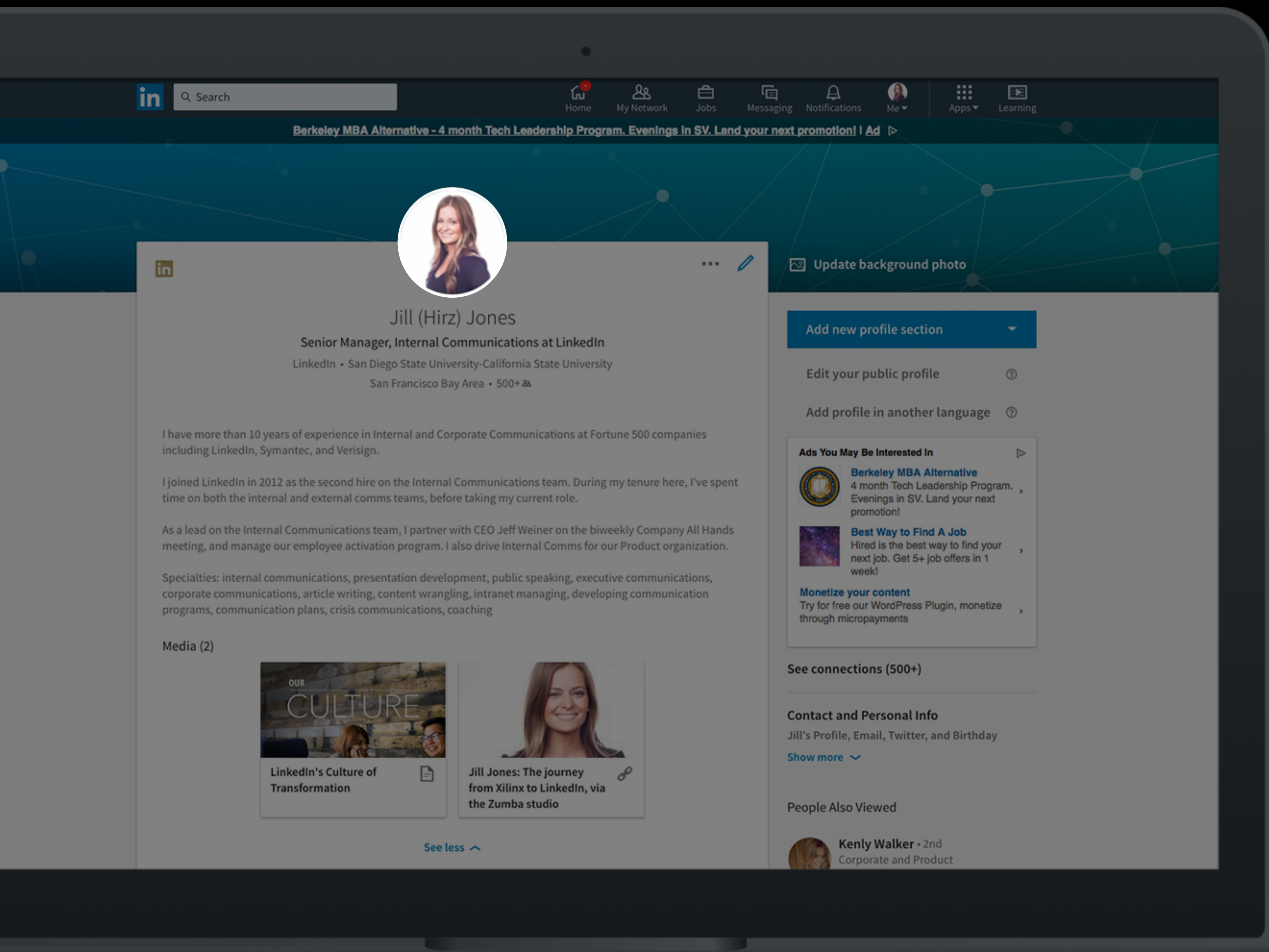
# Your Guide to LinkedIn





Building your profile





## ADD A PHOTO

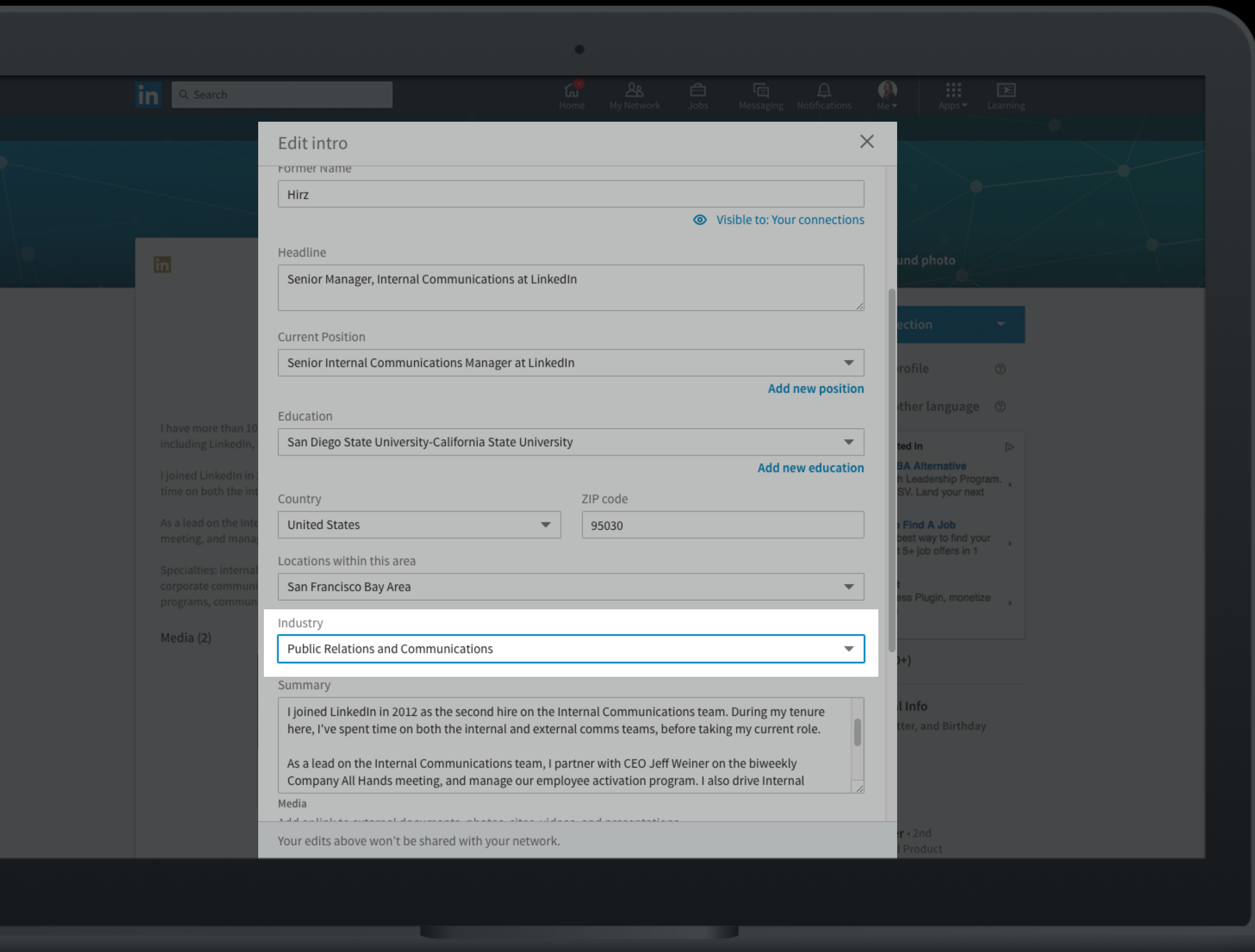
Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



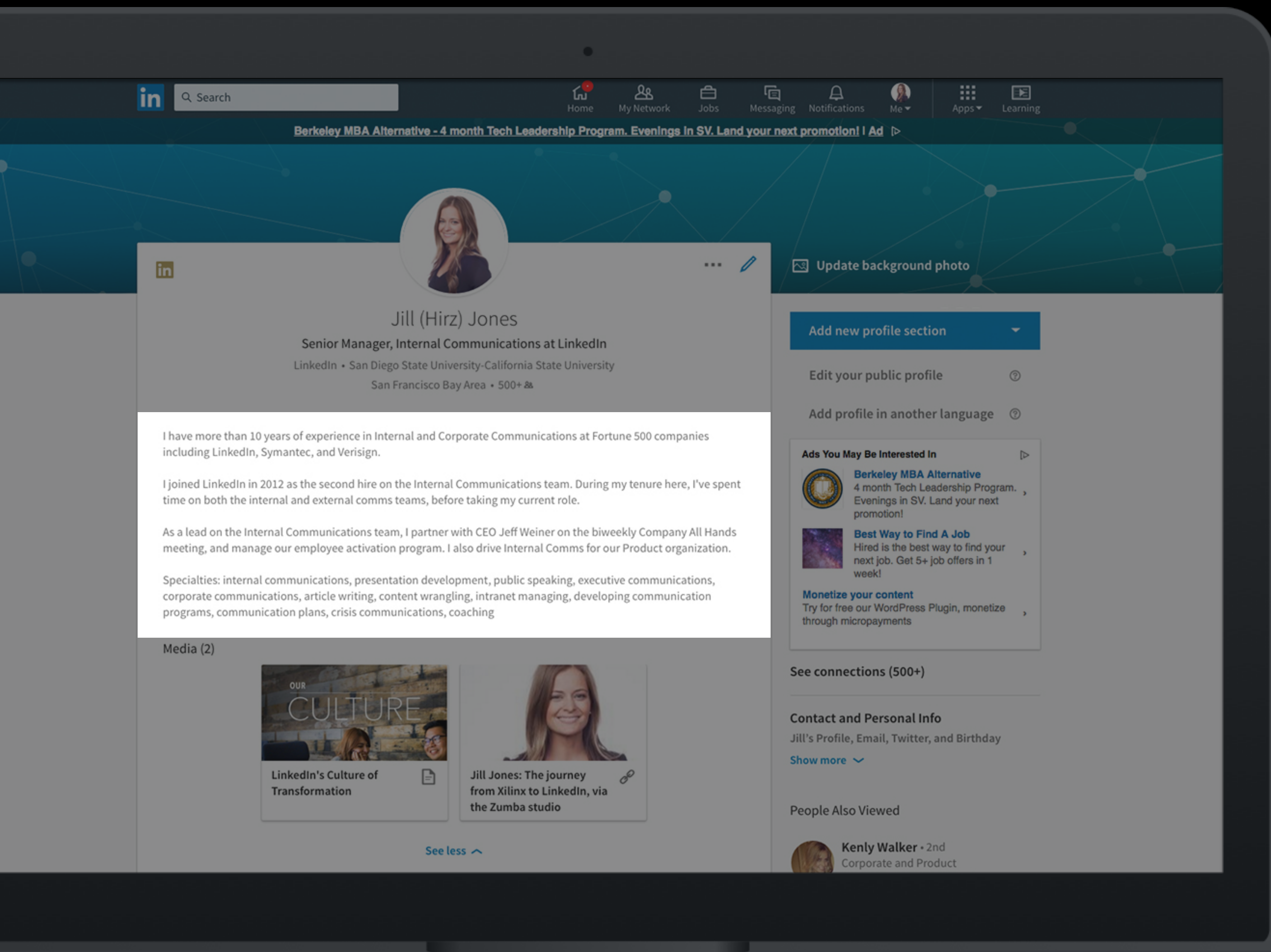


## ADD YOUR INDUSTRY

Members with industry information receive up to **9x** more Profile views

More than 300K people search by industry on LinkedIn every week





## DRAFT A COMPELLING SUMMARY

Focus on career  
accomplishments & aspirations

Keep it concise



## DETAIL YOUR WORK EXPERIENCE

Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages



# ADD EXAMPLES OF YOUR WORK

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story



Featured Skills & Endorsements

Add a new skill

Internal Communi... · 96

Endorsed by Virginia Stefan and 7 others who are highly skilled at this

Endorsed by Laura Davenport (mutual connection)

Corporate Commu... · 58

Endorsed by Erin Hosilyk and 2 others who are highly skilled at this

Endorsed by 27 of Jill's colleagues at LinkedIn

Strategic Commu... · 58

Endorsed by Erin Hosilyk and 2 others who are highly skilled at this

Endorsed by 30 of Jill's colleagues at LinkedIn

Jill is also good at...

Public Speaking · 15

Strategy · 26

Messaging · 24

Leadership · 22

Marketing Commu... · 23

Presentation Deve... · 4

Social Media · 41

Communications ... · 29

Newsletters · 20

Content Developm... · 17

Editing · 14

Management · 20

Content Managem... · 9

Creative Direction · 6

Employee Engage... · 7

Program Manage... · 9

Message Develop... · 6

Digital Media · 9

Journalism · 3

Web Content Man... · 3

Crisis Communica... · 3

Presentation Skills · 1

Marketing · 1

See less

Recommendations

Received (3)

Given (1)

## ADD SKILLS & GET ENDORSED

Add at least 5 skills (soft skills & technical skills)

Members with 5 or more skills are found up to **27x** more by recruiters via search



# What else?

- Location
- Education
- Volunteer experience & causes
- Accomplishments: languages, organizations, certifications, publications, etc.
- Add a vanity URL