

# 8 tips for building your LinkedIn Profile

- 1 Choose your profile picture.** This is your first impression, so use a current, professional headshot if possible. And, make up your face takes up around 60% of it (long-distance shots don't stand out).
- 2 Add a background photo.** Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.your passion for what you do.
- 3 Make your headline more than just a job title.** Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick.
- 4 Turn your summary into your story.** The first thing to say about your LinkedIn summary is - make sure you have one! Your summary is your chance to tell your own story - so don't just use
- 5 Grow your network.** Get into the habit of following up meetings and conversations with LinkedIn connection requests - it's a great way of keeping your network vibrant and up to date.
- 6 Share relevant content from your LinkedIn feed.** It's one thing to have a network of connections on LinkedIn - it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting - and that aligns with your point of view.
- 7 Add comments.** Add comments to the posts you share.
- 8 Follow relevant influencers in the industry.** Following relevant influencers on LinkedIn helps to put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.

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