Good Thinkers Make Better Linkers:
Alex’s 10 Quick Tips to an Impressive LinkedIn Profile

Alex McMichael, Social Media Manager
You only get one shot to make a professional first impression, and that’s just as true in person as it is in online. Luckily, there’s a straightforward way to do that: create a dynamite LinkedIn profile. But why LinkedIn? Let’s let the numbers talk.

- There are currently a total of 433 million LinkedIn users as of April 2016 - expandedramblings.com
- 80% of B2B leads were found through LinkedIn - linkedin.com
- 35% of users access LinkedIn everyday - wersm.com
- Over 25 million profiles are viewed daily - wersm.com
- 63% of marketers rate LinkedIn the most effective for B2B social media - contentmarketinginstitute.com

So how do you make your LinkedIn profile stand out for all the right reasons? By building a unique personal brand with the 10 quick tips you’ll find in the following pages.
Smile, You Are a Professional

Your LinkedIn picture is the first thing your clients, recruiters, and employers notice about your profile. Display how you want to portray yourself as a professional in your space. Although we are all about having fun, LinkedIn profile picture isn’t the appropriate place to do that.

Tip: Choose a photo that looks like you currently. Please no selfie or cropped pic!

How to: Dress nicely and have a friend take a picture of you in front of a blank wall. No distracting backgrounds. Load to your computer and hover over ‘Change Photo’ to update.

People who use a profile picture are 14X more likely to be viewed by others according to LinkedIn - blog.linkedin.com

Background images are also a good feature to add to show your creativity and uniqueness. Like giving your profile a facelift if you will. Keep it colorful, simple, even a solid color background will work.
Make Your Summary on Point

Having a strong summary allows for people to learn more about you and then ultimately connect. Write it like you’re talking to a friend.

However, limit your buzzwords that people continue to read over and over such as: creative, motivated, successful, driven, and passionate. Be uniquely you; those are so generic!

Be sure to make your professional email address available for non-contacts to reach you - blog.linkedin.com

MultiView, Talent Acquisition Manager, Savannah Fussell - highly recommends to elaborate on what you’re doing now, existing clients you have worked with, closing ratio, etc.

Tip: A detailed summary of 40+ words makes you more likely to turn up in a future LinkedIn search.

How to: Add the section ‘Summary’ to your profile.
Add Skills & Endorsements

These are a great way to easily show your expertise and talents in a positive manner with people who don’t know you. You don’t have to reciprocate an endorsement, but it is recommend!

**Tip:** On your personal page, you can add and reorder skills by placing more important ones at the top. You can also ‘hide’ an endorsement.

**How to:** Give an endorsement by clicks on the ‘+’ next to the specific skill.

**Members who include skills get 13x more profile views**

- blog.linkedin.com
**Make It Custom**

Customizing your public profile’s URL will make it easier and more attractive to share.

**Tip:** Edit to simply use just your name.

**How to:** On the right hand side of your ‘Public Profile’ click the pencil next to the URL, and edit as you wish.

[www.linkedin.com/in/alexandramcmichael](http://www.linkedin.com/in/alexandramcmichael)
Having Connections is Like Having Friends

You can ask people to join your professional network by inviting them to be your 1st degree connection or friend.

Pros to having connections: You can track their updates, message each other, access their connections, increase ranking on searches, endorse and tag each other, and more. The more connections you have, the stronger your profile!

**Tip:** If you limit your connections with only people you already know, you are limiting your networking opportunities!

**How to:** Go to a profile and click ‘Connect’ located on the right of the picture.

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Let’s Be Honest

This should be a no brainer, but honesty is key! It will only bite you in the butt when you can’t remember that one task you completed from that one job you had with that one senior level title.

**Tip:** Future companies are going to ask you to elaborate on your past experience, so make sure you are prepared. Have talking points on how you accomplished each task you have written on your digital resume.

**How to:** Do I really have need to elaborate here? When your mom told you to never to talk to strangers and always tell the truth - she meant it.

To tell the truth, and nothing but the truth.
Be Selective

Your LinkedIn profile is your digital resume. You don’t need to put every position you have ever worked in. Nor do you need to put every task you completed within that position. Just make sure you share your positions and major accomplishments that show how you can currently add value to a company in your industry.

**Tip:** Keep your descriptions readable and in short chunks. No one wants to read a short novel.

**How to:** Click the pencil next to ‘Edit this position’ and make your edits under description.
Avoid Being Shy

Ask your colleagues and friends to endorse you in relevant skills you have. Share the awards you have received, groups you are involved in, accomplishments, etc. You work/worked hard for those so share them with your connections; they are a big deal and should be noticed!

Tip: Add as many sections that are appropriate to your past experience, skills, etc.

How to: You can add a section to your profile by clicking “Add volunteering opportunities” “Add honors & awards” or whatever is relevant. These are located on your editing page, under your profile picture. Select “View More”

42% of hiring managers said they view volunteer experience as equivalent to formal work experience

- blog.linkedin.com

Talk proud about your ownself.
9 Join Active Groups

Joining groups is an easy way to interact with other thought leaders within your industry. LinkedIn says its groups can be a useful knowledge resource and a great place to exchange knowledge with other professionals as well as show your strengths in certain skills, tools, languages, etc. According to LinkedIn, your profile is 5x more likely to be viewed if you join and are active in groups. The max number of groups you can join is 50. They will appear on your profile page.

Tip: Join groups that are related to your industry and you find interesting

How to: Hover over Interests at the top of your page then choose “Groups”. Click ‘Discover’ to find your suggested active groups
Becoming an All-Star

Do your best to fill out everything you can within your Profile and become an ‘ALL-STAR’ - literally!

**Tip:** Users with completed profiles are 40x more likely to receive opportunities.

**How to:** According to LinkedIn, all you have to do is add:

- Your industry and location
- An up-to-date current position (with a description)
- Two past positions
- Your education - Tip: Take off any graduation date that can age you instantly, MultiView, Talent Acquisition Manager, Savannah Fussell recommends
- Your skills (minimum of 3)
- A profile photo
- At least 50 connections

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**Rock that social network like a star.**

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Bonus Tip

Colleagues and recruiters often take time to look how active you are within the LinkedIn world.

**Tip:** Follow your company, or MultiView, to share content that is relevant to your specific space or that you find educational! Remember, no personal posts, only professional!

**How to:** Under the post you have interest in click “Share”, add a comment if you wish and share. Hover over “Profile” at the top and click “Your Updates” – this will show your recent activity.

Follow the leaders, and they might follow you.
Make an Impression

Whether you’re an executive at a company, a student looking for employment or anywhere in between – your LinkedIn profile is a key aspect in establishing yourself as a professional in any industry.

When you apply the preceding 10+ easy tips, you can expect to see improvements in all aspects of your professional career.

1. Look professional
2. Make your summary on point
3. Add skills & endorsements
4. Make URL custom
5. Have a lot of connections
6. Be honest
7. Be selective
8. Avoid being shy
9. Join active Groups
10. Become an All-Star
1. Follow & be followed
About Alex
As MultiView’s Social Media Manager, Alex McMichael keeps all of MultiView’s channels stocked with fresh, relevant content while keeping the conversation going with our customers. She began her career as the media coordinator at Learfield Sports and she’s worked with MultiView for almost 4 years, working in sales before taking over social media. Alex received her bachelor degree in Marketing from John Brown University. She’s a Dallas native who played college soccer and loves working out and eating pizza.

About Us
We’ve been doing this a while, for over 15 years in fact. In that time, we’ve completed more than 1 million ad campaigns and successfully connected potential buyers to advertisers just like you. Our sheer numbers prove it: we’ve served over 50,000 advertisers and created more than 400,000 custom ads. Identifying and reaching your most qualified potential buyers through behavioral targeting starts by partnering with a company that gets B2B and gets real results through end-to-end service. Simply put, it starts with MultiView.