

LINKEDIN PROFILE

CREATE A STRONG PERSONAL BRAND



- 1** Make sure your Profile is **complete** – and current!
- 2** Have a distinct and **descriptive** Headline. Include words and terms people might search for.
- 3** Make sure your About section is **personal** and authentic. Tell your story!
- 4** Be **creative** with your Cover Image. Showcase your brand.
- 5** Share posts your connections will find **valuable** and interesting.
- 6** Be visible and post **consistently** – post at least once a week.
- 7** **Be you** on LinkedIn...not your company. This is your personal space.
- 8** **Help** others as much as possible. Be a connector!
- 9** Be a **resource** for knowledge, support and information.
- 10** Always remember that it's about **building relationships with others.**