

# TOP FIVE LINKEDIN TIPS

I wanted to pass along a few free tips that have worked for me in my LinkedIn strategy over the years and have helped me stand out among thousands of job seekers.

by Timka Lockheart

## 1 USE AN UPDATED, PROFESSIONAL PHOTO.

This photo does not have to be taken by a professional (your iPhone could take the photo just fine), but it **should not** be a selfie, a photo with you looking away from the camera, you in casual clothing (business casual is fine) or a group photo with other people.

## 2 BE EXCITED! YOUR ENTHUSIASM FOR YOUR NEW MASSIVE LEAP SHOULD SHINE THROUGHOUT YOUR PROFILE.

Together, we'll work through ensuring that enthusiasm pops to all that read each part of your profile, and whatever you decide to post about after our initial update.

## 3 BE PERSONAL AND PERSONABLE.

You should use "I" statements throughout your LinkedIn.

This isn't a resume, but rather a summary and deeper insight into who you are, where you see yourself going and how others can help you get there.



## 4 USE YOUR HEADLINE TO MAKE A STATEMENT!

Our attention spans are low. Very low. As you navigate LinkedIn, your headline is the one thing that "follows" you throughout the platform.

Each time you comment or make a post, or appear as a part of someone's network, your headline is what people see the most. Currently, your headline defaults to your job position and company name.

Why not make it interesting? We'll work on this together.

## 5 MAKE THE MOST OF YOUR EXPERIENCES AND NETWORK.

Your LinkedIn should showcase your achievements, highlight your goals and include the most important aspects of your career.

Create a multimedia experience: link to articles you have written, craft posts that provide your opinion on industry-related topics and your role, add pictures (I love to see speaking/in action pictures), and make sure your current job entry is up to date.