

Top tips for using LinkedIn – and starting your journey for looking great online!

1. Put in the legwork. The more time you put in to your online profile, the better it will be
2. Have a great picture. Pictures should be head and shoulders, professional and show your character (don't be afraid to smile!)
3. Get a background picture that shows what you do/where you are. If you work in a large organisation they probably have some already you can use.
4. Get a custom URL
5. Headlines. Make sure your job title is simple and clear – and explains what you do
6. Audience – remember who you are talking to
 - a. What will compel them to seek you out?
 - b. What do they care about most?
7. You must have an about/summary – about 3-4 paragraphs
8. Allow people to find you and contact you
9. Tone of voice
 - a. Welcoming
 - b. Approachable
 - c. In your voice
 - d. Remember LinkedIn is designed for interaction!
10. Endorsements- show off your skills
11. Make sure to update your status to reach your contacts
12. Like articles, post articles and share articles – and maybe pose a question to ask for interaction such as – I like this xx, what do you think? Or do you think company x was right to do y?
13. Connections
 - a. Use it as a follow up tool for meetings and conferences
 - b. Connect to colleagues
 - c. Connect to the people you deal with on a regular basis.
14. Manage your settings – or you will be spammed.

And remember your day job – set a time for the amount of time you spend on LinkedIn and be aware of how 'over posting' looks to others.

For further information on what the team at Rein4ce does, contact mairi.mallon@rein4ce.co.uk or call +44 7843 076533