



## HOW TO SMARTEN UP YOUR LINKEDIN PROFILE



**“ Your LinkedIn profile is your personal brand online. Long before people pick-up the phone to talk to you they will be checking your identity online. What will they find? Are you proud of your profile? ”**

Nigel Cliffe

ValueExchange

**This booklet helps both novices and experienced LinkedIn users ensure they have a few things correctly in place when developing their LinkedIn Profile.**

**It also covers some important features of your privacy on LinkedIn.**

**Please note, as soon as something is committed to paper of this type, you can be sure LinkedIn will make unplanned changes, without notification or advance warning. Depending upon when you read this document, it may have certain parts which could be out of date!**

**Enjoy!**



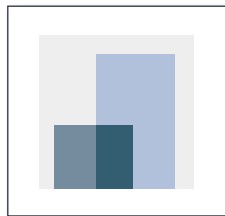
## BEFORE WE GET STARTED...

- If you are an employee, it is probably a good time to refresh yourself with the company Social Media Policy Handbook.
- If you are an employer, ensure your standard contract of employment is up to date and provides appropriate guidance for the use of social media in the work environment.
- The world of digital communications is changing rapidly and policies should reflect those changes.
- Ensure you are up-to-date by checking them out.

## ARE YOU CONNECTED TO THE RIGHT COMPANY ON LINKEDIN?

- Ensure you are connected (by being employed by) the correct company on LinkedIn? Make sure you are connected there.

If your company logo looks like this, you are possibly not!



If your business or your employers business does not have a Company page, I'd encourage you/them to have one. It professionalises your business identity on LinkedIn.



**“Make sure you are connected to the right company on LinkedIn”**

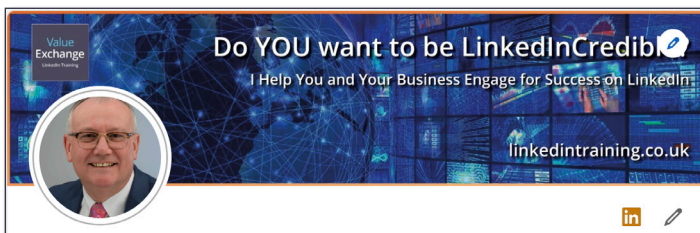
# IS YOUR LINKEDIN PROFILE READY TO ATTRACT AND ENGAGE?

- **Profile Picture**

Make sure you have a professional looking headshot, smiling at the camera with your full face in the available frame. Be dressed as though you are meeting a client for the first time.



- **Background Picture**



Don't limit your profile to the default background image. Be creative and add an image that helps to tell your story. It could have a logo incorporated, but don't make it too salesy!

- **Headline**

Be compelling, tell a story of how you can help the viewer of your profile, full of valuable keywords (220 characters are available). Make sure that the leading 50 characters stand alone as they will always be seen, even when the remainder is cropped.

**Nigel Cliffe** 

Do you want to be #LinkedInCredible? I train people how to build trust and credibility using LinkedIn to generate opportunities by attracting and engaging the right audience.

Consider recording the pronunciation of your name (and a short message?) using the mobile LinkedIn mobile App.

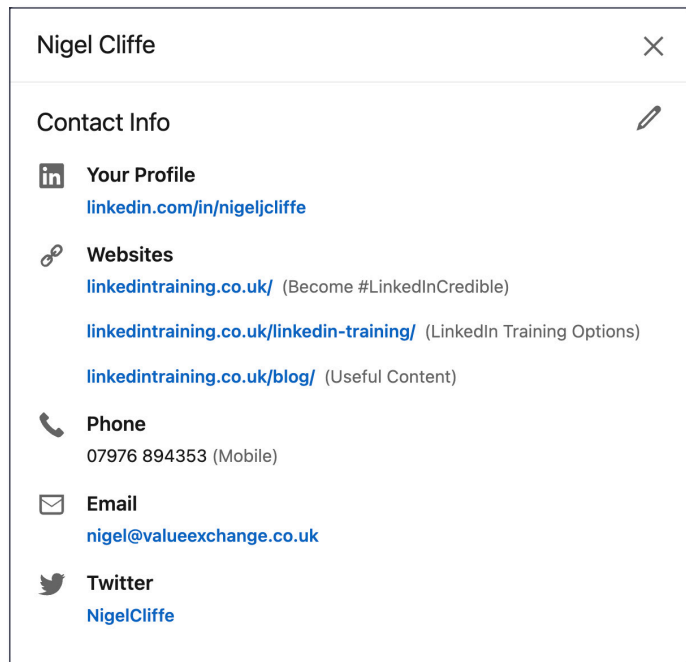


- **Location**

Don't make the mistake of having your location based on where you live. Make your location where you would like to do business, or for job seekers, where you'd like to work. It is postcode related, so think of a major town or city that most closely relates to you. If you wish to say United Kingdom, enter 'UK' into the postcode field.

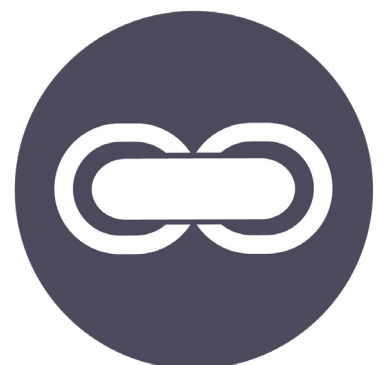
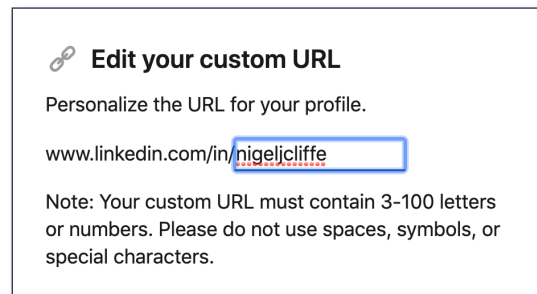
- **Contact Details**

Are all your contact details up to date? Only your 1<sup>st</sup> degree connections can see them, but ensure everything is correct, including that your business email address is the one people can see. (LinkedIn calls this your 'Primary' email address).



- **LinkedIn URL**

Have you personalised your LinkedIn URL? Get rid of those miscellaneous letters and numbers by adding your own name. (If your name has been taken, find a suitable alternative).

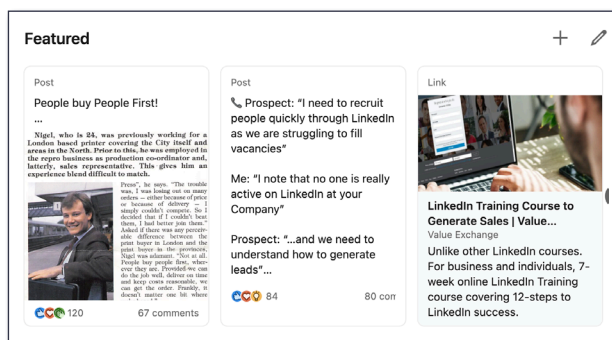
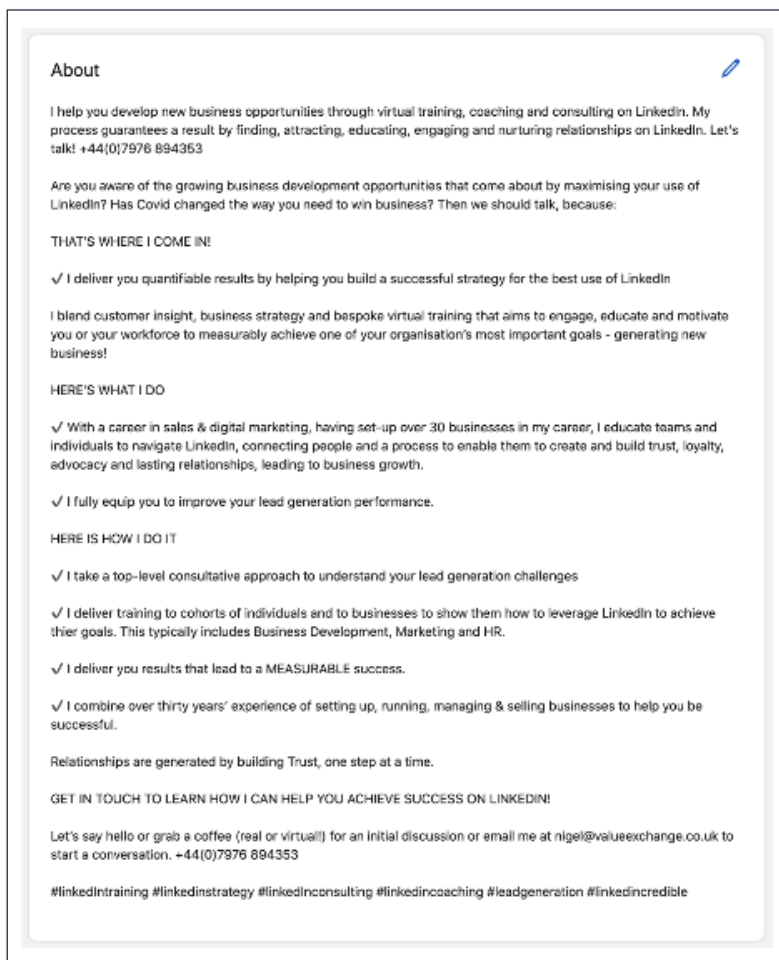


- **About**

It should be primarily about you and not just your company. LinkedIn is a social platform, people connect with people first. Include the role you have for your company in telling your story. Be sure to add a Call-to-Action and your contact details. Make it personal and write in the first person, I.....

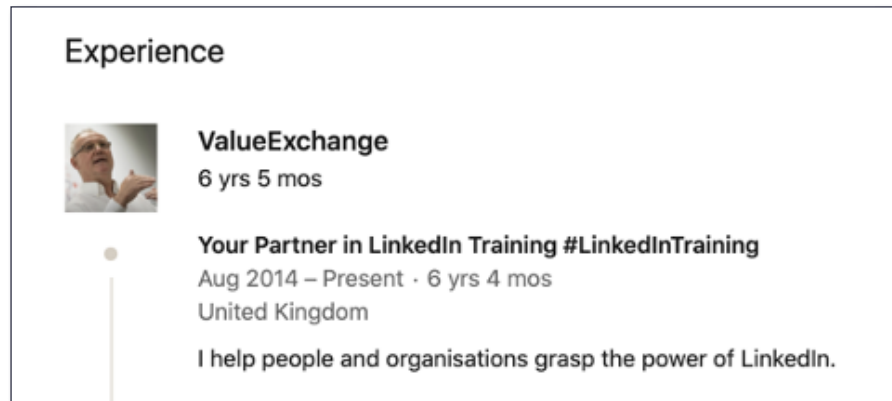
This is NOT your CV and shouldn't be written like one!

LinkedIn separated the 'Featured' section, now giving prominence to the 'rich media' opportunity to allow a visitor to your profile to click on additional media options, such as a document or a video. Make sure you maximise this new feature to enhance your profile.



- **Experience**

Demonstrate your expertise and your life's journey and your achievements. Not what you did, but how you did it.



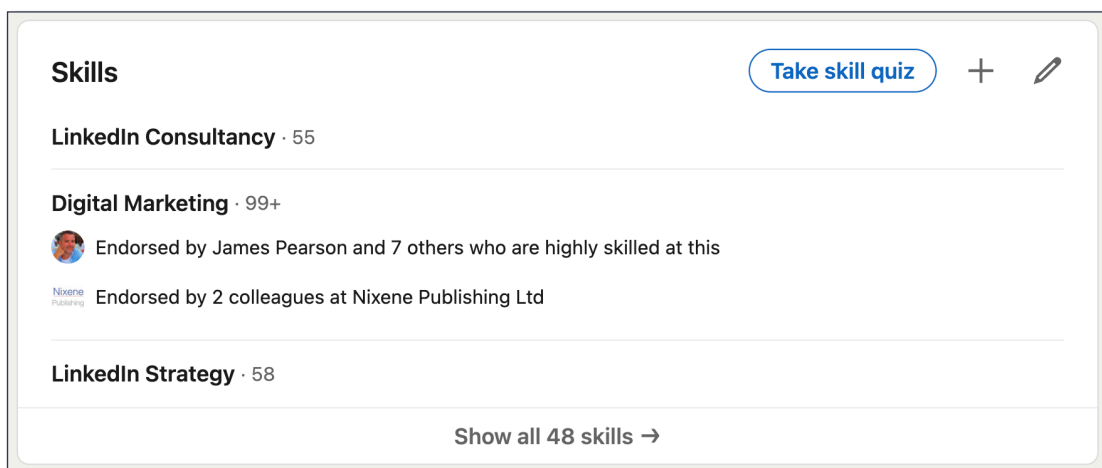
The screenshot shows a LinkedIn profile section titled "Experience". It features a small profile picture of a man in a white shirt. The main entry is for "ValueExchange", which has been active for "6 yrs 5 mos". Below this, there is a sub-entry: "Your Partner in LinkedIn Training #LinkedInTraining", dated "Aug 2014 – Present · 6 yrs 4 mos" and located in the "United Kingdom". A short description follows: "I help people and organisations grasp the power of LinkedIn."

- **Education**

Detail your qualifications and which institutions you attended. It helps build your network and demonstrates your capabilities.

- **Skills**

If you don't prioritise them, LinkedIn and your connections will - stay in control of what you want to be known and found for.



The screenshot displays a LinkedIn "Skills" section. At the top right, there is a "Take skill quiz" button, a plus sign, and an edit icon. The skills listed are: "LinkedIn Consultancy" with 55 endorsements, "Digital Marketing" with 99+ endorsements, and "LinkedIn Strategy" with 58 endorsements. The "Digital Marketing" skill has two endorsement snippets: one from James Pearson and 7 others, and another from Nixene Publishing Ltd. At the bottom, a link says "Show all 48 skills →".





- **Recommendations**

This is your chance to shine - seek them where you can. Do you regularly recommend people? Perhaps you should?

The screenshot shows a LinkedIn profile's 'Recommendations' section. At the top, there's a 'Recommendations' header with a 'Show all pending →' button and icons for adding and editing. Below the header, there are two tabs: 'Received' (active) and 'Given'. Three recommendations are listed:

- Paul Jolley** · 1st  
Business development services, Maritime & Renewable Energy sectors. Is a lack of internal resource, skills or experience delaying your new business development venture? I help SMEs & Startups find, get & keep customers  
April 1, 2022, Paul was Nigel's client  
I joined LinkedIn years ago when it arrived in the UK.  
Fast forward to 2022 when social media, social listening and social selling had become a proven technique I had an epiphany that LinkedIn was a social media channel and not a CV site, (yes ...see more
- James Robinson** · 1st  
I am an experienced Asset Finance Broker on hand for all your new/used vehicle and equipment purchases and refinance - #AssetFinanceGenie #assetfinance #brokingexcellence  
March 23, 2022, James was Nigel's client  
Like all things in life, you don't know what you don't know and I had been 'using' LinkedIn not knowing on what I was missing out on. Nigel's sessions were a massive revelation!! None of it complicated but all his teachings were massively impactful. Also, Nigel's delivery style is so warm and inclusive and you can tell that he is both incredibly passionate about what he does but also he genuinely wants you to c ...see more
- Lee Parnell** · 1st  
Providing innovative customised tape solutions for all manufacturing sectors. Helping improve productivity by providing bespoke products  
March 18, 2022, Lee was Nigel's client  
Nigel delivered LinkedIn training for our staff earlier this year. His insights, will provide us with the foundation to really make the platform work for us to gain connections and hopefully future business will come out of those new relationships.  
...see more

At the bottom of the recommendations list, there is a button that says 'Show all 48 received →'.



**“There are many sections available to you on LinkedIn. Make sure you complete them all. You will never know what piece of information attracts a new connection.”**



**You will now have identified most of the different areas you need to improve to ensure you are maximising the value of your LinkedIn profile. Remember, always ensure your LinkedIn profile is kept up to date!**

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For more detailed information, tips, tricks and stories that drive success from LinkedIn, please feel free to visit:

**linkedintraining.co.uk**



# ValueExchange