

## How to Leverage the Power of LinkedIn



Your LinkedIn profile page is the foundation for your personal branding. Here are 10 things that you can do this year to make the most out of that potential. Some of them are very quick wins, some of them may take a little bit of time – but all of them are very worthwhile. They will help to give you the profile on LinkedIn that you deserve.

### 1. Choose The Right Profile Picture

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start. Here are some quick tips for choosing the right photo: make sure the picture is recent and looks like you, make sure your face takes up around 60% of it, wear what you would like to wear to work, and smile with your eyes!

### 2. Make Your Headline More Than Just A Job Title

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick.

### 3. Turn Your Summary Into Your Story

Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had. Try to bring to life why those skills matter – and the difference they can make to the people you work with.

### 4. Grow Your Network

One of the easiest and yet most relevant ways to grow your LinkedIn network is to sync your profile with your email address book. Beyond this, get into the habit of following up meetings and conversations with LinkedIn connection requests and joining groups based on your role, industry and skillsets – it's a great way of keeping your network vibrant and up to date.

### 5. List All of Your Relevant Skills

It's one of the quickest wins on LinkedIn – scroll through the list of skills and identify all of those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that aren't really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.

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## 6. Spread The Endorsement Love

Endorsements from other members substantiate your skills and increase your credibility. How do you get endorsed on LinkedIn? For starters, go through your network and identify connections who you feel genuinely deserve an endorsement from you – that's often the trigger for people to return the favor.

## 7. Manage Your Endorsements More Proactively

Once endorsements start to come in, you might find that they skew the emphasis of your LinkedIn profile in ways that don't reflect who you are. Be proactive in managing your endorsements list using the edit features in the Skills section of your profile – you can choose which to show, and which to hide.

## 8. Request Recommendations

Recommendations are personal testimonials written to illustrate the experience of working with you. There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalize your request. It's worth the extra effort.

## 9. Follow Relevant Influencers for Your Industry

Following relevant influencers on LinkedIn helps to put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.

## 10. Share Relevant Content From Your LinkedIn Feed

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this. You can start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view. Sharp is always posting helpful, industry-related content resources to its LinkedIn feed. You can follow us on our B2B LinkedIn Channel at <https://www.linkedin.com/company/sharp-business> to find useful resources to share.

**Finally, remember who you represent.** If your business is associated with your account, any information that you post can be perceived as the thoughts and practices of the company. It's best to refrain from posting controversial topics, such as politics, religion or content containing negative comments about competitors. As a general rule of thumb, if you have to think about what you are posting, it probably shouldn't be posted.

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