

# LinkedIn Tips

## PROFILE PICTURE & BANNER

Your profile picture should be a closer headshot, and you should be wearing what you would typically wear to work. Make your background photo something engaging. It will be the first thing a follower sees. Take advantage of this. It can include a company logo, mission statement, call to action, etc.

## ABOUT SECTION

You want to remain professional in your about section, but you also want to let your personality shine through. So let this section be where you tell **YOUR STORY** of how you got to where you are in your career path.

## CONNECTING & NETWORKING

Now to the nitty-gritty, you came to LinkedIn to network, but how do you do it effectively?

- Groups are a growing feature on LinkedIn. Join industry-relevant groups to grow your connections. It is essential to post and have meaningful discussions within the group. It will expand your knowledge and following.
- Use the @ symbol whenever referencing a company or person. This will expose your profile to other people than just your followers.
- Make sure you connect with meaningful people in your industry and not just every person you encounter. It is also valuable to reach out with a short message thanking them for connecting and starting a meaningful conversation.
- The first place to start with connections is colleagues, alumni, & existing customers.

