

Best Practices for LinkedIn

Sydney Storie

To: Team Mask

From: Sydney Storie

Date: June 29, 2020

Subject: Memorandum for LinkedIn Practices

Dear Team Mask,

I am writing to share my research on the best practices for LinkedIn. LinkedIn is one of the most resourceful social networking sites for professionals. To date, there are more than 610 million users across 200 countries (“How to Effectively Use LinkedIn”).

Upon my research, I have concluded the following ten best practices for LinkedIn:

- Use a professional headshot photo with a clear background. A resolution of 1400 x 1425 pixels is best (“How to Effectively Use LinkedIn”).
- Add a headline illustrating your background and education. Make the headline unique to yourself and have it stand out (“How to Effectively Use LinkedIn”).
- Provide a summary of your education, work experience, hobbies and interests. Highlight your best assets, describe your personality and what you can offer (“How to Effectively Use LinkedIn”).
- Highlight your volunteer and travel experience. Describe what you have gained from such experiences (“How to Effectively Use LinkedIn”).
- Interact with like-minded professionals, follow groups, connect with peers, engage in comments and postings related to your field and interests (“How to Effectively Use LinkedIn”).
- Personalize your URL, consider using your first and last name in your URL (Mäkipää).
- Add certifications and accomplishments. Provide a URL of the certificate for other professionals to view and verify your achievements (Mäkipää).
- Ask for recommendations from LinkedIn connections to further enhance your profile. In return, provide recommendations for others (Mäkipää).
- Optimize your skills, allow yourself to be found in searches by other professionals (Mäkipää).
- List all relevant details regarding education, work experience, interests, and intentions, there’s no need to list everything, only that of relevance (Mäkipää).

LinkedIn is a professional networking site that is growing rapidly. Employers are continuing to recruit professionals through LinkedIn, thus, it is important to provide an outstanding profile to stand out for employers.

Thank you for reading and I hope you find the above recommendations helpful when creating a LinkedIn Profile.

Works Cited

“How to Effectively Use LinkedIn.” *Student Services*, 19 July 2019,

<https://students.ubc.ca/career/career-resources/effectively-use-linkedin>.

Mäkipää, Mia. “A Step-by-Step Guide to Optimizing Your LinkedIn Profile.” *Smarp*, 2019,

<https://blog.smarp.com/a-guide-to-optimizing-your-linkedin-profile-for-2019>.