

To: Team 7 team members
From: Erfan Ahmed
Date: October 21, 2019
Subject: Best Practise methods for using LinkedIn effectively

Hello Team 7 members,

As requested in assignment 2.2, the following list summarizes best practises for professional networking on LinkedIn:

Make a Name for Yourself: Creating a custom LinkedIn URL will help your profile stand out in correspondence with professional contacts and potential employers and can help your name to appear in search results.

Create an ‘eye-catching’ headline: A successful LinkedIn profile starts with an eye-catching headline for your profile. It’s good to personalize and think of your headline as the words that follow an initial meet and greet.

Use a professional photo: A professional profile picture is usually the first thing that people see when they click on a profile. The photo should most ideally be catered towards the industry that you are trying to enter.

Use the Summary section: The use of a summary section provides the best chance to make a first impression. The summary section should share your story and explain how you got where you are today.

Network in a Group: Finding a group that has similar interests to your own by using the search box on LinkedIn provides the chance to network both professionally and recreationally.

Update it regularly: Updating your LinkedIn profile enables to constantly stay engaged, revising your resume as you get new experience and commenting regularly on what people on your network share on their accounts.

Use LinkedIn Endorsements: One simple and effective way to stay active on the platform is to endorse and recommend the skills of your past and present coworkers

Connect with Other LinkedIn Users: LinkedIn enables you to network with people and professional organizations in your industry. This is a great way to stay up to date with the latest developments, and to share information with others in your field.

Use the LinkedIn Mobile App: The LinkedIn Mobile App allows user to search and view profiles, invite new connections, access LinkedIn answers, and engage in network updates.

I hope these recommendations were helpful in creating or improving your LinkedIn profile, and I look forward to seeing everyone’s LinkedIn profile in the next couple of days.

Work Cited

Pope, Joe. “LinkedIn Networking Tips: Making Connections and Getting Business in 3 Easy Steps.” Hinge Marketing, 10 Apr. 2019, <https://hingemarketing.com/blog/story/networking-on-linkedin>

Steele, Chandra, et al. “10 LinkedIn Tips for Networking Success.” PCMag, 11 Mar. 2015, <https://www.pcmag.com/feature/332716/10-linkedin-tips-for-networking-success/8>