**MEMORANDUM**

To: Antonio Imperial, English 301 Student  
From: Joao Pedro Neves, English 301 StudentDate: February 9, 2018  
Subject: 10 Best Practices for LinkedIn

LinkedIn has become the most powerful professional social media out in the internet. It’s main objective is to connect professionals from different areas, while being informed of the most recent projects in various fields. I have compiled a list of ten best practices in order to create and maintain a powerful LinkedIn profile that will highlight your strengths and keep you engaged in the market.

1. Choose the right profile picture
2. Add a Background photo
3. Turn your summary into your story; This where you are able to pitch yourself, be truthful and sincere
4. Grow your network; Invite everyone you know in order to keep your options open
5. List all relevant skills
6. Follow relevant influencers from your area
7. Manage your endorsements: Have people back you up for what you are, that will add credibility to your profile
8. Know What Type of content to post
9. Make a presence by liking and commenting on articles of your interest
10. Never go stale, always keep your profile up to date. The more you have the higher the visibility you will get

The power of LinkedIn lies in its ability to connect people in a professional and organized manner. The platform will allow to network with old peers as well as search for that person that may land you your next job. Opportunities are endless and in order to be prepared for them when they arise, you should follow the tips above. It is important to optimize and tweak your profile to perfection in order to grasp that extra attention that might be needed for you to take that next professional step.

**Works Cited**

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