

Memorandum

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From: Nick Bell, member of Writing Wizards

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Subject: The Best Practices on LinkedIn

I have spent time researching the best practices to employ on LinkedIn and have listed my findings below. I hope they are useful to your LinkedIn profile and that they enhance your professional networking experience.

1. Upload a profile picture of your face. Your face should be the main focus of your profile picture and it should be in a high resolution. Seeing a clear picture of your face will imprint your profile on the minds of potential employers who want to see the person they may hire and not just the persons credentials.
2. Make sure to include contact information. Although messages can be sent on LinkedIn, employers may not have the type of account that allows for this. The messaging system is also quite buggy. Allowing a potential employer to contact you by the means of their preference can only help.
3. Never leave the summary section blank. This is the first section that people viewing your profile will see. Even if the rest of your profile is outstanding, an empty summary will still leave a bad impression. Think of the summary as an introduction to potential employers/colleagues.
4. Be personable. Don't treat your LinkedIn profile like a resume. Instead, depict what you are passionate about outside of your career and outline any non-career achievements that you are proud of. This allows people to see what type of person you are outside of work, which is important to your career.
5. Include a "Current Job Entry". If unemployed, simply enter something such as "Financial Analyst in training" or "Aspiring bank manager". The reasoning behind this is that recruiters and employers often use the "Current Job Entry" box to search for candidates.
6. Be honest. With as competitive as things are in the job market these days, it can be tempting to fabricate credentials and accomplishments. Avoid this. Things like this carry far greater consequences down the line than not getting job offers in the moment such as being banned from LinkedIn or being blacklisted in your industry.
7. Do not make grammatical or punctuation errors. This just shows laziness and a lack of care when it comes to your professional image. A simple edit by yourself or someone who is well versed in technical writing can go a long way.
8. Acquire recommendations. LinkedIn recommends three but the more, the better. Ask those who provide recommendations to specifically list your skills and strengths while including examples instead of just writing something like "hard-worker". Think of these like references on a resume.
9. Make sure to use all 2000 available characters. This allows you to include more keywords which will come up during the searches of potential employers. Don't be too verbose but make sure to give yourself the best chance of being noticed.
10. Clean up the URL of your LinkedIn page. Make sure it just contains your name. This shows experience in professional networking which is a skill recruiters and professionals covet.

I believe that the practices I have listed above will be beneficial to LinkedIn users of all levels of experience. Professional Networking is vital in today's day and age and everyone can use tips. I hope

this helps you in achieving your future goals.

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