Memorandum

To: Travis Gritter, Joshua Macdonald, Eric Hsu

From: Richard Bryant

Date: February 21th 2017

Subject: LinkedIn Best Practices

This memo contains best processes in optimizing your LinkedIn profile for your selected industry.

* Make your headline stand out by using your specialty, or connecting with your audience.
* Use your summary to bullet point and highlight six of your biggest accomplishments.
* Add links to relevant sites.
* Use status updates to share relevant industry information.
* Ask for recommendations. This is currency on LinkedIn.
* SEO, or search engine optimize your profile
* Make sure your profile is fully completed and comprehensive as possible, to get the best response.
* Make sure to have a attention seeking profile picture, background, and title. This will make a connection with profile viewers quickly.
* Make sure to include relevant project experience in order to show employers prior engagement in the industry.
* Make time to be active on your account, professionals are able to see when your last activity was a gauge your enthusiasm.

Following these simple tactics will help drive your profile traffic and make your goals, whatever they may be, more achievable.

Copies: Erika Paterson, Travis Gritter, Joshua Macdonald, Eric Hsu

Bernard Marr. Bernard Marr. *LinkedIn.com/pulse:* LinkedIn: June 2, 2015: Web: February 21st 2017.

<https://www.linkedin.com/pulse/how-create-killer-linkedin-profile-get-you-noticed-bernard-marr>

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<https://www.entrepreneur.com/article/271919>