

# HOW TO BE A LINKEDIN ALL-STAR

## **QUICK LINKEDIN FACTS**

- LinkedIn has over 500 million users and 8.5 million C-suite executives and its users keep growing, so make sure you distinguish yourself.
- When potential clients, partners or potential employees Google you, it's likely your LinkedIn page is one of the first things people will click on.
- It's important to keep your profile as updated as possible. Here are some quick tips to improve your LinkedIn presence.

## **HEADSHOT**

Your photo is the first impression, so be sure to have a professional headshot.

## **BACKGROUND PHOTO** (optional)

Your LinkedIn background banner photo can help reinforce who you are and visually support the written portions of your profile to create a more engaging profile.

## **CUSTOMIZE YOUR URL**

- Your LinkedIn URL should look like this: [linkedin.com/in/your name](https://www.linkedin.com/in/yourname). It makes it easier to find you.
- If your name is already in use, you can use a variation of your name and/or your company.

## **TO CHANGE YOUR LINKEDIN URL:**

- Click the Me icon at the top of your [LinkedIn homepage](#)
- View profile
- Edit public profile in the right rail
- Edit your custom URL in the right rail
- Click the Edit icon next to your public-profile URL
- Type the last part of your new custom URL in the text box
- Save

## **MAKE YOUR HEADLINE EASILY RECOGNIZABLE**

- Your headline is what people will read first.



- According to LinkedIn, including your current position can get you up to eight times more profile views.

#### **Two options:**

- You can keep it simple with just your current employee position and where you work.
- Your headline can demonstrate your expertise and sum up your specialty.

#### **ADD A SUMMARY**

What's my LinkedIn profile summary?

- You can write your summary under the About section—this is where you tell your personal brand story, (2,000 characters max) where you give an overview of your professional life.
- It should give your potential connections an idea of who you are and what you've accomplished.

#### **SUMMARY TIPS**

- Your summary should include your experience, motivations, skills and interests.
- Go for specifics on what you bring to the company.
- Make it detailed but concise. It should be easy to read and to the point.
- Ask yourself, what do you want readers to know about you if they read nothing more?
- Include accounts, programs, technologies, etc., you are familiar with (Client experience: automotive, CPG, retail | DSP experience: DV360, Amazon).

**Examples:** <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

#### **BELOW ARE SOME QUESTIONS TO CONSIDER WHEN CRAFTING YOUR SUMMARY...FEEL FREE TO OMIT SOME OF THEM.**

- What excites you professionally?
- If you could describe your role in simple terms, what would you say?
- Frame your past. How do your past experiences tie in to your current role?
- What are accomplishments you are proud of?
- Things to keep in mind...
- Show some personality, start with an attention-grabber, pump the keywords that highlight your skills, cut the jargon, tell a story, write how you speak, avoid clutter.

#### **ENGAGE OFTEN & BE CONSISTENT**

At minimum, you should be liking and commenting on posts in your feed. This can boost your own engagement in two ways:

- Gaining new connections: People outside your network will see your engagement. If you've given a valuable or thought-provoking comment, it could lead to connecting with you.
- Reciprocity: The more you like and comment on other people's posts, the more likely they are to return the favor.
- LinkedIn's feed algorithm promotes those who post frequently.
- Engage with followers in the comments.
- According to LinkedIn, posting updates at least weekly receives 2x more engagement.

#### **POST AND SHARE UPDATES**

- Whether it's sharing an article, or engaging with other people's content, if it's meaningful to you, then you should go ahead and discuss it.
- Share your insights by commenting on article links you share, whether it's relevant industry news or work you're proud of.

Two additional resources to consider when looking for jobs. One resource is a webinar presented by David Alto. David is the CEO & LinkedIn contributor providing Individual - Group - Enterprise coaching for AltoAdvance LLC. These tips can be helpful if looking to work at a larger corporation or company that uses ATS. *Disclaimer: David Alto's tips are his own and not at all from RPA; however, there are tips from RPA's Talent team below.*

### **TIPS FROM DAVID'S WORKSHOP INCLUDE:**

- Getting your resumé past the bots
- How to format your resumé for the ATS (Applicant Tracking System)
- What the scanning software dislikes
- Reasons why you aren't getting invited to interview
- Cover letter or no cover letter
- LinkedIn Profile
- What to include on your profile

For more details and to view the full webinar:

<https://www.youtube.com/watch?v=eeMbGhi-VfU&feature=youtu.be>

### **TIPS FROM RPA'S TALENT TEAM**

#### **RESUMÉ**

- Not all companies use ATS. RPA for instance, opens each resumé and prefers PDF resúmes first.
- In advertising, a more creative resumé is preferred.

#### **LINKEDIN**

- Mark your profile as "open to opportunities."
- LinkedIn is very SEO-focused so make sure to include as much detail as possible with achievements.
- Build out the skills section because those are grabbed in the Boolean algorithm recruiters use in LinkedIn.
- Diverse talent can add coffee as an experience on their profile and recruiters use it as a search feature.
- When applying to a job opening, follow up directly with the poster with a LinkedIn email. Put a face to the name.
- Personalize your message when you reach out to connect.
- Don't make your LinkedIn email overly long and make sure to specify your reason for reaching out.

