

5 Tips for an Effective LinkedIn Profile

LinkedIn profiles should be considered a work-in-progress. Here are some baseline “musts” to experience the benefits of the world’s largest, online, professional network.

1. Have a clear, professional photo. This makes your profile 9 times more likely to be viewed by others.
2. In your headline section, opt for a marketing title in lieu of your current job title.
3. Change happens quickly. Use your personal email for communication preferences and not your work email.
4. Select meaningful and job-specific phrases in the “Skills & Expertise” area. This is how others will find you and your core attributes.
5. Engage with others in groups and on company pages in a meaningful, helpful way.

Happy networking!

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