

LINKEDIN SET-UP GUIDE

by
♦ SOCIAL MEDIA ♦
Brittany Miller



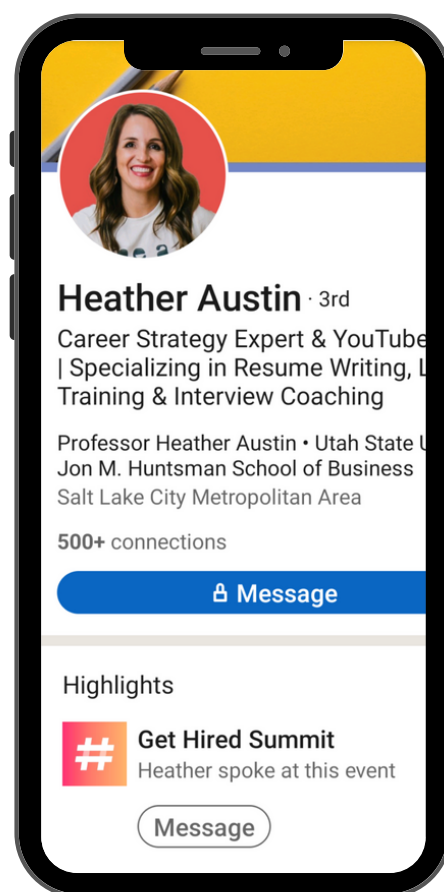
Why Use LinkedIn?

LinkedIn is a platform full of potential!

It's a great online tool used for networking, building professional relationships, and showcasing your skills/expertise.

It is also one of the primary tools that hiring managers and recruiters use to find their next candidate.

If you can create a stand-out presence on this platform, you have a better chance of being noticed.



Interesting LinkedIn Facts:

**830+
Million**

830+ Million users are on LinkedIn. This number dramatically increased over the last couple of years as more people were laid off and looking for work.

**90+
Million**

90+ Million users are key decision-makers. You can use LinkedIn to get noticed by and connected to the right kind of people.

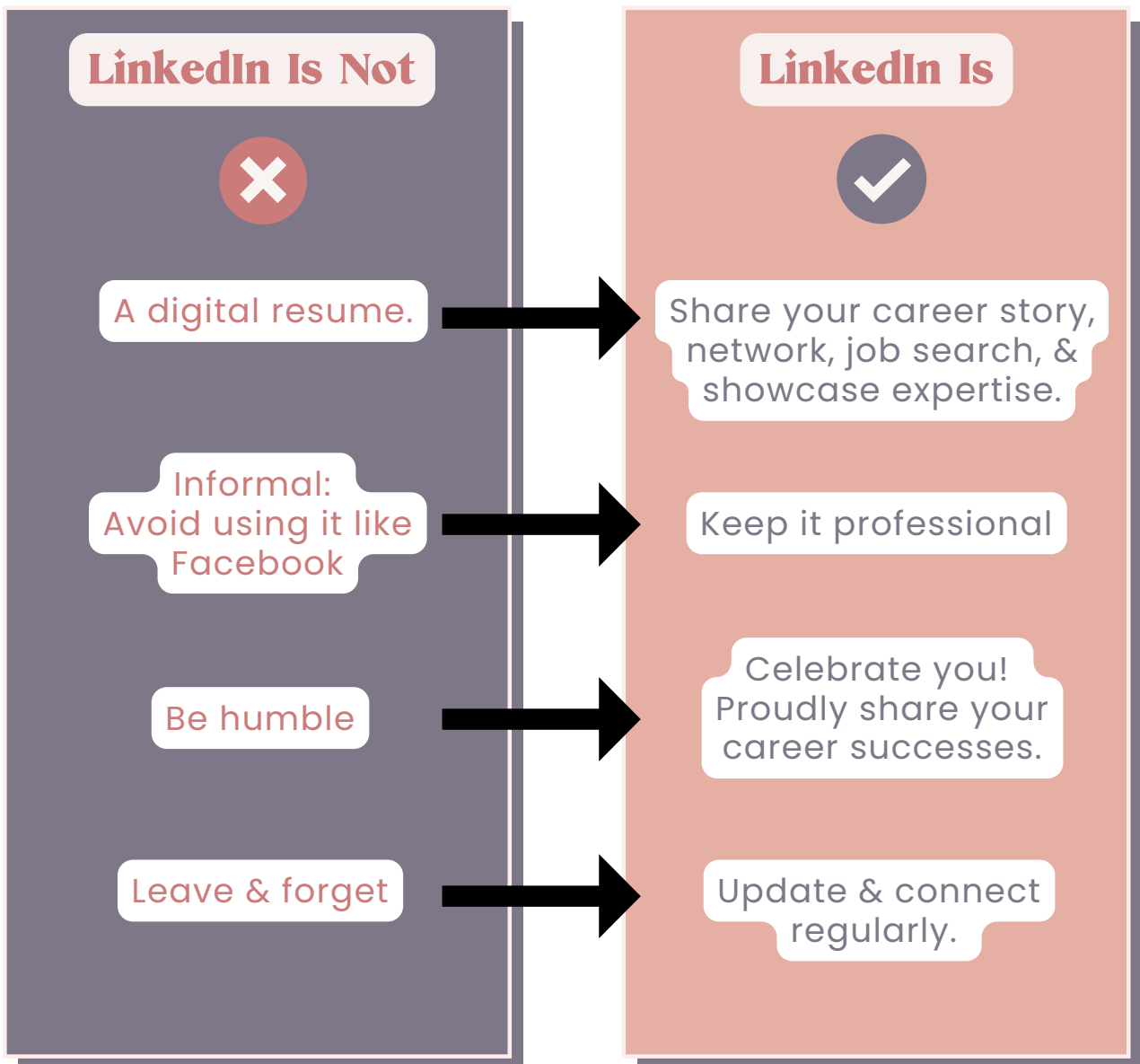
**Over
97,000**

Over 97,000 companies use LinkedIn for recruitment & hiring.

WHAT LINKEDIN IS & IS NOT

There is a misconception that LinkedIn is the place to upload your resume. If that is how you are using LinkedIn, you are missing out on the potential and opportunities this platform offers.

Here is a quick overview of what LinkedIn IS and IS NOT.





WHO IS LINKEDIN FOR?



LinkedIn is a powerful and valuable tool that everyone can and should use, regardless of where you are at in your career journey.



- New Graduate / Changing Careers:**
 Get discovered by recruiters or tap into LinkedIn's robust job board.
- Career Growth / Management:**
 Network, stay connected.
 Network = Networth
- Nearing Retirement or Retired:**
 Highlight key accomplishments & set yourself up for future roles, volunteer positions, legacy, etc.
- Seen as Industry Leader / Everyone:**
 Stay up-to-date on industry news and share information to showcase your expertise.
- Everyone:**
 Build your professional brand (regardless of age or career goals)

BUILD YOUR PROFESSIONAL BRAND

Your 'professional brand' is how you want your name and reputation to be perceived by others (in-person and online) based on your career, interests and actions.

There is a misconception that Professional Brands relate only to businesses or entrepreneurs, but every single person has a brand.

Your personal brand is a representation of WHO you are, your area of EXPERTISE, and your VALUES. Taking the time to build your LinkedIn presence is a great way to stand out to hiring managers.



Your Professional Brand is...

- Based on how others describe you.
(You control this narrative)
- What you want to be known for.
(Demonstrate your expertise)
- A reflection of your reputation.
(What people say when you aren't in the room).
- A marketing tool to promote you!
(Monetize your knowledge & Skillset)

LinkedIn is a great tool to begin curating your professional brand online, setting you up for success in your career and beyond.

✧ 2 Questions to Ask Yourself

Before you start creating or updating your LinkedIn Profile, I want you to ask yourself 2 important questions:

Q1: What is my career goal / target job?

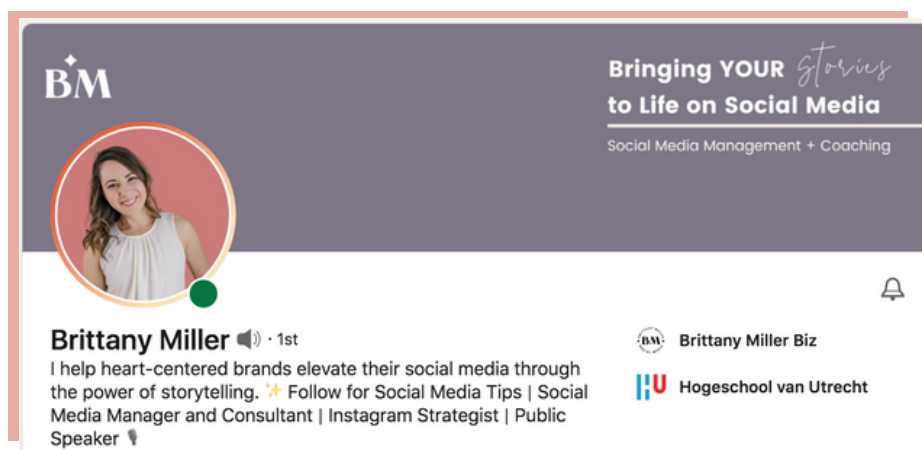
We want our profile to accurately showcase our career wins, to reflect the value we bring to an organization, and communicate what our next career move is.

Q2: What have I accomplished in my career / what am I most proud of?

LinkedIn is a place where you proudly share your biggest work wins! Create a Brag Book and write down any work wins that showcase your skills and expertise from each position.

Focus on results-driven successes by using quantifiable numbers when possible (ie. numbers, percentages, dollar amounts, etc.) and write down any compliments/feedback from your boss or colleagues.

Tip: Write in a journal or create a Word Document/Spreadsheet and track all of your work wins from today until retirement. Update this regularly.



BRAND NEW TO LINKEDIN? START HERE!

Click on the [video](#) below for a step-by-step tutorial on setting up a brand new LinkedIn account.



After you set up your brand new LinkedIn account, you can follow the next set of videos to start optimizing your profile.

5 KEY SECTIONS TO CREATE A STAND-OUT PROFILE

*On the following pages there will be training videos covering each of the sections below along with a final checklist.
Let's dive in!*

- 1 The Basics
- 2 About
- 3 Experience, Education & Skills
- 4 Recommendations
- 5 Security & Privacy


Reminder:

Updating your LinkedIn profile takes time. Do your best to fill out as much information as possible, knowing you can come up and make any changes as needed.

If you have any questions while going through these videos, please reach out via email hello@brittanymiller.biz or on social media by clicking one of the icons below.



Section 1: The Basics

Click on the video icon  to watch a step-by-step video on how to update each section.



Profile Picture

3 mins

- Recent picture taken within the last 6 - 12 months.
 - Clear, professional and appropriate for my industry.
 - 60% of the frame is my face.
 - Solid background to stand out and get noticed!
- [Watch this Video to learn how to use Canva \(Paid Tool\).](#)



Cover Image

6 mins

- Is it branded or highlight what I do?
- In less than 3 sec can someone tell what industry I am in?
- Is the photo clear?
- For free images visit [Canva.com](https://www.canva.com) / [Unsplash.com](https://unsplash.com) or [Pixabay.com](https://pixabay.com)



Professional Headline

5 mins

- Does it accurately explain what you do, who you help and what you specialize in?
- Did you include strategic keywords?
- Is it easy to read? (Include break lines or emojis)
- [Click HERE for you Professional Headline Template](#)

Section 1: The Basics

Personal URL

3 mins

- Have your claimed yours?
- When you google your name, does your LinkedIn Profile come up?
- A personal URL will optimize the way people find you!

Section 2: About

About Section

7 mins

- Write your career story by sharing who you are, who you help, how you help, and what you are passionate about.
- Write in first person.
- Choose 1 - 2 of your proudest career moments to share.
- Include an 'Expertise' section highlighting key skills.
- Sprinkle keywords and phrases throughout.
- Keep this section easy to read (spaces, emojis, bold text).
- [Click HERE for you About section Template](#)

Section 3: Experience, Education & Skills

Work Experience

10 mins

- Is this up-to-date?
- Include greatest accomplishment or proudest career moment for each position.
- Is it easy to read?
(Bullet point / max 1 - 3 paragraphs / 1 sentence per paragraph)
- For Brag Book & Work Experience Template [Click Here.](#)

Education

2 mins

- Add any degrees or certifications you've received.
- Remove high school if you've graduated 5+ years ago or have an Associates or Bachelor Degree.

Skills

6 mins

- List 10 - 15 hard and soft skills.
- Pin Top 3 Skills.

Section 4: Recommendations

Ask for Recommendations

8 mins

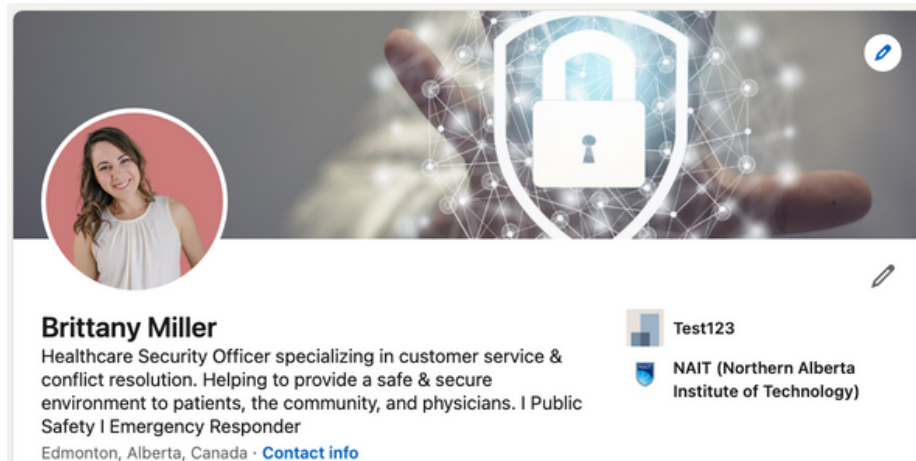
- Aim to receive at least 3 recommendations.
- Ask colleagues, clients, and bosses.
- Give recommendations!
- [Click Here for a template to ask for recommendations.](#)

Section 5: Security & Privacy

Security & Privacy

9 mins

- Turn 'ON' two-step verification
- Determine Profile Visibility
- Open For Work



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Brittany Miller



www.brittanymiller.biz

Interested in working together?

Contact me to get started!

✉ hello@brittanymiller.biz

☎ 780-298-7936

OR

[Book a Call](#)