

Seven ways to enhance your LinkedIn profile

*In this short article Jonathan Passmore shares seven ways managers can enhance their LinkedIn profiles. The recommendations are drawn from *The Facebook Manager* written by Jonathan and his colleague Bridget Granville-Cleave.*

1. Get recommendations. As we suggested in Chapter 2 above, getting some endorsements in LinkedIn can add enormous value to your profile. However, we firmly believe that you can overdo recommendations. It's quality not quantity that counts. So get a variety of recommendations, for instance from several high profile customers, or from a range of previous managers and colleagues, but don't go overboard. Busy HR and recruiting professionals are unlikely to have the time to read dozens of recommendations, so choose a few of the best ones to show on your LinkedIn profile. Always ask the people you have worked with for recommendations, but use your judgement before automatically showing them on your profile (you have the option to keep them hidden).
2. Make sure your LinkedIn profile is up-to-date, and reflects all the key roles that you have undertaken. Highlight your accomplishments, but be factual. As we suggested in Chapter 2, choose your words carefully and avoid technical jargon and acronyms (unless this is unavoidable in your field of work). Make sure you use relevant keywords that are likely to come up in a hiring manager's search.
3. Link to all your alumni and previous colleagues. Check the LinkedIn Groups directory to see whether your previous college, university or employer has an alumni group; if so, join it. As suggested in Chapter 3 above, you can search the members list of your alumni group for old classmates, tutors or colleagues that you would like to reconnect with.
4. Look at the profiles of your current connections, and when you find a particularly appealing one, work out what they do effectively and apply the technique to your own profile
5. Remember that everything you write on your social network profile should enhance your personal brand positioning, or be relevant to your 'story' (see Chapter 2). When you create your LinkedIn profile, think about what you'd write in a traditional CV: don't list all the jobs you have ever done if they're not relevant to your current job search, don't add to your overall 'story', or help to explain how and why you are who you are. So you'll need to use your judgement here.
6. Revisit your profile(s) at a later date. The passage of time is a great way to gain the objectivity needed to edit what you've written and improve on it (and spot any typos that you previously didn't notice). So, make sure you go back to your profile and read what you wrote about yourself a few days or weeks before: how does it come across? What is your immediate impression? What does it say about you? Does it reflect who you really are? If you have trouble doing this, ask a trusted friend or colleague for their feedback

7. Don't forget that you can also enhance your reputation and make your profile more appealing by using the LinkedIn 'Answers' function. As we suggested in Chapter 3, this is an ideal way to showcase the expertise and experience you have in your subject and your industry. Plus if your Twitter and Facebook profiles and activities support your LinkedIn profile, this strengthens your personal brand too.