



# LinkedIn Tips

Go from average to all-star



## Choose a great photo

Your photo should be friendly, professional and engaging. Avoid a corporate headshot and use a photo with a natural background.



## Be personable (think mini-magazine bio)

Add a compelling first-person summary. You wouldn't introduce yourself by saying "Bob is a leader." Great profiles are more relationship, less resume.



## Use keywords

Don't skip sections. Completed profiles with searchable keywords are easier for others to find and more likely to lead to new opportunities for you.



## Aim for 500+ quality connections

Use LinkedIn to develop and expand your network to increase your opportunities. Who should you connect with? People you know and people you want to know.



## Be active

LinkedIn is not a static site. Stay top of mind by sharing useful information and showcasing your thought leadership.



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