



How compelling is your LinkedIn Profile?



The Children's Guild ALLIANCE
POWERED BY TRANSFORMATION EDUCATION

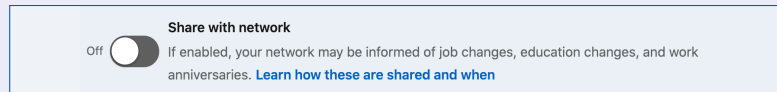


A guide to creating a LinkedIn profile with **IMPACT**



Turn off network notifications before making changes to your profile!*

Scroll down to your 'Experience' section then click the pencil icon (✎) in the top right corner of that box. Toggle the button to 'Off'. When your profile is complete, toggle back to 'On.'



YOUR LINK — This URL should be personalized

Choose your name whenever possible. If it is not available, try a variation of your name. Examples for Jon Lee Smith, Jr.:

- <http://www.linkedin.com/in/jonsmith>
- <http://www.linkedin.com/in/jonlsmith>
- <http://www.linkedin.com/in/jlsmith>
- <http://www.linkedin.com/in/jonleesmith>
- <http://www.linkedin.com/in/jonsmithjr>

Use your URL everywhere — on business cards, email signatures, other social networking sites, etc.

Note that you may only change your URL once.

YOUR NAME — First impressions matter! Be clear and concise.

Do not include acronyms or credentials.

Use your personal name, not a company name or nickname.

PROFESSIONAL HEADLINE — This is the most important part of your profile!

Must be 120 characters or less.

Include keywords and phrases others would search when looking for someone who provides what you have to offer.

Include **what** you are, not **who** you are.

Be memorable and enticing to set your profile apart from others.

Here are a few examples:

Profit Specialist – Helping Business Coaches, Consultants & Accountants to ATTRACT, WIN & RETAIN more profitable clients
or Funniest Man in Software – Proven Sales Professional

BACKGROUND IMAGE — Enhance the look and feel

File should be JPG, GIF, or PNG and less than 8MB.

Recommended dimensions are 1584 (w) x 396 (h) pixels.

You may choose your own or use a Guild provided image. Images may be found under your program at

<https://childrensguild.org/branding/>

PROFILE PICTURE — Profiles with pictures are 14 times more likely to be viewed!

Picture should be an accurate representation of who you are in a business context. Do not use logos.

Photos should be well cropped, properly proportioned, current, clear, free of distractions in the background, and appropriate. The goal is to make a connection with the user or jog their memories of having met you. (**see do's & dont's below**)

Black and white photos can be more flattering and can stand out because they are not as common.

If you need a head shot, please contact Communications to schedule a shoot. communications@childrensguild.org



*To adjust notifications sent to your network about profile changes:

Click the 'Me' icon at the top of your LinkedIn homepage.

Select 'Settings & Privacy' from the dropdown.

Click the 'Visibility' tab on the left.

Under 'Visibility of your LinkedIn activity,' you may make changes make sure your network only sees the activity you choose to show

Switch the toggles to 'Yes' to share your profile edits or 'No' to stop sharing your profile edits.

Your changes will be saved automatically.

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ABOUT – Who are you? Who should connect with you? How can you help them?

Tell a compelling story of 100-300 words, highlighting your experience, key skills, awards, and accomplishments.

Write in first person.

Add a bit of humanity and/or humor.

This section can be used to market your company.

Be sure to include a call to action at the end.

CONTACT INFO

Your phone, email, and physical address are only visible to your first degree connections and those whose InMail(s) you have responded to.

Other contact information may be visible to all members (web page, blog URL, Twitter handle, etc.). This can be adjusted in settings.

You may include up to three websites.

Do not use the supplied generic labels ('My Company' or 'My Blog'). Click 'Other' and change the words to describe the website, for example 'The Children's Guild.'

You can have multiple links to the same site, but different pages (i.e. 'Home Page,' 'About,' and 'Engage')

Keep this information up-to-date.

EXPERIENCE – Use keywords!

Titles have a 100 character limit and descriptions have a 2,000 character limit, be sure to add keywords to both.

List only years, months are unnecessary.

Include all relevant experience, both paid and volunteer positions, since college.

For each position include:

- What your company does
- Who your clients are
- Where you are located
- What did you do in the company
- Accomplishments you had within the company

Add documents/work samples under each job if you have them.

Make sure to list The Children's Guild Alliance as your current employer. When typing in the name, a box should appear allowing you to click on our company page and display our logo with a direct link to the page.

EDUCATION

Include all college, business training, technical training, and any other professional training.

Include all accomplishments, awards, special projects, and credentials which enhance your credibility.

LICENSES & CERTIFICATIONS – List all credentials

VOLUNTEER EXPERIENCE – List all organizations that you are currently or have previously been involved with

SKILLS – Use keywords and list your skills people may be searching for related to your job

ACCOMPLISHMENTS – Add all that will make your profile stand out

- Certifications
- Courses
- Languages
- Patents
- Projects
- Test Scores
- Honors & Awards
- Publications
- Organizations

RECOMMENDATIONS – Simply ask people you know

Aim to get 5-10 recommendations.

Always customize the message you send when requesting recommendations.

Make it easy for the person you are requesting a recommendation from by providing a sample.

If you give a recommendation, people are likely to reciprocate.

INTERESTS – You can, and should, join up to 50 groups

Choose groups in your geographical area and your industry.

Choose groups where your ideal clients may be.

Choose groups on subjects that you want to learn more about.