

LINKEDIN FOR PERSONAL BUSINESS USE

FABRICK

LinkedIn has over **772 million** members worldwide and is the most popular social network for professionals. It offers a unique and powerful opportunity for individuals online. To make the most out of your personal profile here are a few top tips from Fabrick's social media team:



CREATING AN EFFECTIVE AND OPTIMISED PROFILE

- Use a professional and high quality image that is up-to-date. The image should have a plain background, be appropriate for your field of expertise and reflect your working environment. For example, for corporate based positions you should be smart in appearance and avoid images of you on a night out or on holiday. If your role involves you working from home, a more casual and relaxed image may be more appropriate.
- Create a professional headline and fill in all required fields on your profile to showcase your experience and skills.
- Customise your experience as you would your CV and shout about your achievements!
- Tell a story by ensuring your experience and summary are up-to-date and use these areas to demonstrate the depth of your role and expertise.
- When describing your work-history, consider using multiple keywords that can be used to describe your role i.e. Social Media Manager can also be described as a Social Media Marketer. Also include keywords that recruiters may look for such as 'B2B Marketing' or 'Hubspot experience.' This increases your chances of being seen.
- Create a unique URL to your profile. You can do this by using this [LinkedIn guide](#).
- Use video, images and presentations to bring your profile to life and make use of the new LinkedIn stories to talk about what your experience can bring to a new role. This can be found at the top of your profile when you use the LinkedIn app.
- Think about your USPs. In this competitive marketplace what sets you apart from the competition? What is it about your LI profile that will make a recruiter / potential employer choose you?
- Try and include some recommendations. These could be from suppliers, clients, colleagues, Line Managers etc. If a recruiter is looking at your profile and another this could make all the difference.

MARKETING SPECIALISTS
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MAKE YOURSELF VISIBLE

- Review your privacy settings
- Make your connections visible
- Make your updates visible
- Make sure people can see who you are if you look at their profile

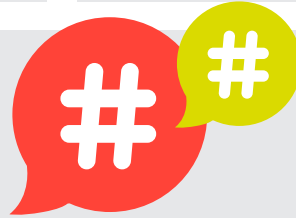
NETWORK EFFICIENTLY

- Connect regularly with relevant, high quality contacts within your industry via a personalised message to explain why you would like to connect.
- Once a connection accepts your request, use this as an opportunity to start a conversation. Perhaps you'd like to ask for advice on any gaps in your knowledge, or perhaps you'd like to know more about their particular business and any potential roles in the pipeline.
- Ask well-chosen connections for advice or suggestions



- Research your connections connections to gain further industry knowledge, depending on privacy settings
- Give recommendations to connections you have done business with
- Join the right industry groups
- Boost any connections you have who are also looking for work by sharing their stories, so that they can reach a new set of connections

UNDERSTANDING HASHTAGS



- Make sure your hashtags are visible
- Use roughly 2 hashtags per post
- #FormatYourHashtags with capital letters at the beginning of each word
- Don't just hashtag for the sake of it
- Don't hashtag if you can @
- Analyse your efforts through the number of engagements you receive
- Use relevant hashtags for any events (online events too!) – a quick search will inform you of what the hashtag will be
- Make sure the hashtags you are using haven't been hijacked by troll accounts

CONVERSE AND OFFER ADVICE IN LINKEDIN GROUPS



- Identify the best groups to join by searching your industry in the groups dropdown menu and requesting to join
- Share relevant content, find answers and virtually meet new people!
- Start a discussion within your most relevant groups
- Write your own LinkedIn articles

With so many global members, and a plethora of sales and marketing tools, LinkedIn is a vital social network for modern businesses. Remember, LinkedIn isn't meant to replace face-to-face interactions but it does offer the ability to build on your networks, strengthen your connections and learn more about the people you do connect with.

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