

MAKING THE MOST OF



by: Heidi Webb, CFRE
GreenKite Fundraising



<https://www.linkedin.com/in/heidi-webb/>



Make sure your picture is recent (within the past year), eyes looking directly into the camera (there is a reason magazine covers have the models look directly to the camera), and professional.

Give your profile page a bit more personality, or branding with a visually appealing background image (a professional cover photo that enhances the image and message you are trying to deliver).

LinkedIn advises users to use an image (PNG, JPG, or GIF) with a resolution of 1400x425. Optimize your profile with keywords and popular terms in your industry. What would you search for if you were looking for someone like you? Use the words that immediately come to mind. Use this FREE Keyword Planner to better define your keywords. It can help you find the most popular words: <https://keywordtool.io/>

If you are a job seeker, make sure your resume and your LinkedIn profile are an exact mirror in terms of jobs listed and dates worked.

Make your About section a summary of your experience and make it welcoming. I start out mine with "Hello, and thank you for viewing my LinkedIn Profile! I am grateful to be a member of the LinkedIn community, and appreciate all of my connections."

Under Privacy & Settings, turn on your activity broadcasts so you can be alerted when your connections have changed their profiles, made recommendations, or followed companies. Update your profile often and stand out from the crowd.

Use LinkedIn to search for relevant industry groups to join, and find groups in your geographic location. When people find your profile on LinkedIn, they will learn more about you by the groups you join.

Reserve recommendations for the best people with whom you have done business. If a person with whom you have no professional experience requests a recommendation, consider endorsing them instead.

Send personalized connection requests and avoid the default. In your request message, remind the person who you are and where you met. What did you talk about? Perhaps you can follow up with further details.

Don't let your LinkedIn profile address be a random group of letters and numbers. Click Edit Profile and Edit the URL below your profile photo. You want it to include your full name if possible. For example, <https://www.linkedin.com/in/heidi-webb/>

Start building your network today! Always send a connection request after meeting someone for the first time. Make growing your LinkedIn connections a high priority habit.



www.greenkitefundraising.com



[@GreenKiteAdventures](https://www.facebook.com/GreenKiteAdventures)



heidi@greenkitefundraising.com



240-328-8254