Looking to take the next step in your career? We have great tips for Lighting Up Your LinkedIn Profile, on how to:

- Optimize your profile
- Build your network
- Engage your network
- Also use LinkedIn in other ways

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Lighting Up Your LinkedIn Profile: Optimize Your Profile

- **Your LinkedIn** profile should be current, relevant, and compelling.
- **Profile Picture** Use a close-up headshot that is professional and welcoming. Avoid the use of cartoons, logos, and photos taken from far away.
- **Headline** Your headline appears directly underneath your name and it should simply state what you do. While it’s okay to be creative, be sure to use keywords, which allow you to be searchable.
- **Contact Info** Add a customized URL, email address, Twitter handle, or personal blog to allow others to learn more about you.
Lighting Up Your LinkedIn Profile: Optimize Your Profile

• **About** Your “About” section is where your professional brand comes to life. This is a place to demonstrate who you are and include your expertise and accomplishments.

• **Keywords** are very important within this platform. LinkedIn’s SEO (search engine optimization) is set up so that the more keywords you use throughout your profile, the better, as the more searchable you will become. Keywords may be industry, location, company names, software names, job terms like project management, leadership, content marketing. All of these make you findable – which, when using LinkedIn, is essential.
Lighting Up Your LinkedIn Profile: Optimize Your Profile

• **Experience** Your Experience section should include a brief overview of your career to date.
  
• Your current role should be 4 – 8 bullets highlighting key responsibilities and the impact you’re having, along with any relevant facts and figures.
  
• Your experience should demonstrate upward mobility and evolution as you grow your professional career.
  
• Consider including rich media, photos, videos or publications.
Lighting Up Your LinkedIn Profile: Optimize Your Profile

- **Recommendations** This is about letting your network speak for you. They’re fully transparent and add credibility to your profile, so reach out to colleagues, managers, and business partners to get recommendations.
Lighting Up Your LinkedIn Profile: Build Your Network

• **Connect Thoughtfully** Adding new connections is a great way to build your network. When adding connections, have a connection strategy in mind, and consider how you can add value to one another’s professional lives.

• **Join Groups** Participating in groups is a great way to start conversations, build relationships, and position yourself as a thought leader in your industry. Groups are an effective way to find people you may want to add as connections.

• **Interests** Follow influencers and companies you are inspired by. Seeing what motivates you gives people a better understanding of who you are.
Lighting Up Your LinkedIn Profile: Engage Your Network

How do you engage with your connections on LinkedIn to strengthen your relationships? Here are some ideas for content to share:

- UCSB stories
- Industry articles that are relevant to your network
- If you write a professional blog post or you’re featured in an article, share it on LinkedIn.
- Tap into your network by posting a challenge you are trying to solve. Leveraging your professional network is a great way to gain knowledge and expertise.
- Spread the word about an event your team is hosting or you participated in.
- Share an amazing TED talk or YouTube video of a speaker that will be relevant to your community, or share when you are a speaker.
- Share advice or insight with your community. For example, “The best piece of professional advice I’ve ever received is ...”
Also Use LinkedIn To:

• Share a status update
• Comment on your networks’ status updates
• Recognize your network members
• Show gratitude
• Use LinkedIn Pulse
• Provide congratulations or best wishes