

- Impress college recruiters
- Find a job or internship
- Strengthen professional relationships
- Showcase your accomplishments
- Promote your business
- Organize events
- Create content
- Gain new skills

Contact Us

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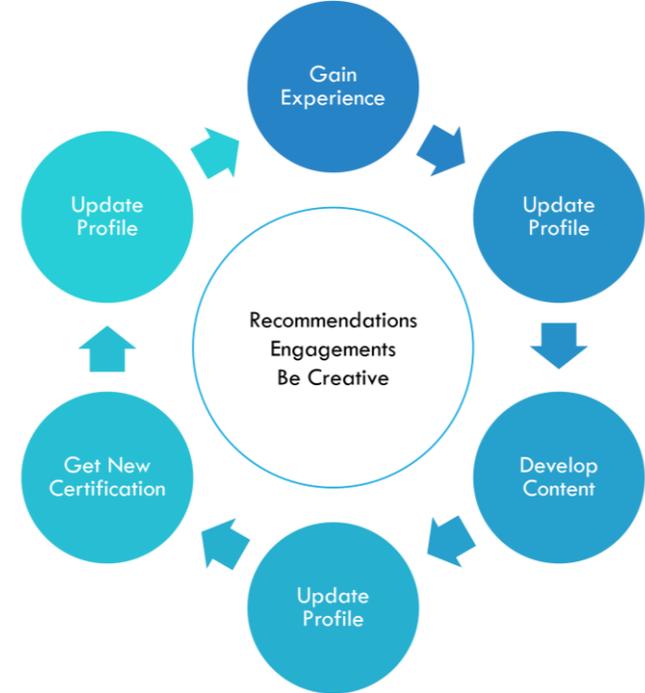
TIPS & TRICKS

Elevate Your Brand



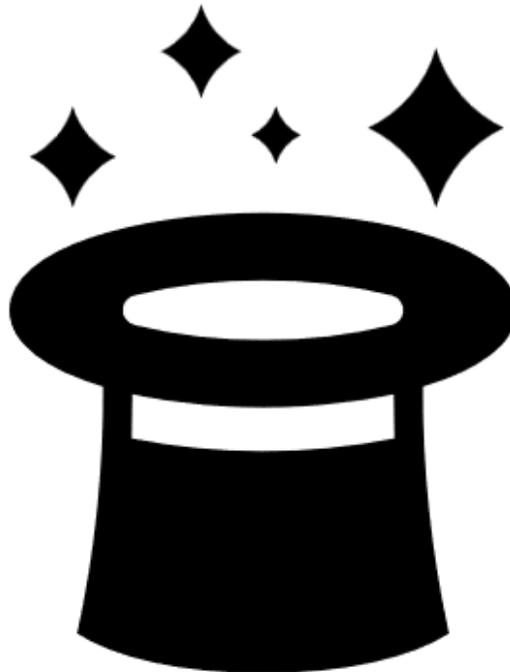
Tips and Tricks

- Ask your employer if they will pay for a professional headshot.
- Create a unique hashtag and use it in every post.
- Activate a profile banner if you're looking for a job.
- Generate a QR code and use it as a business card.
- Add a featured section at the top of your profile.



ON RECOMMENDATIONS

Recommendations are an important part of your profile that is too often overlooked. Don't be shy, ask your colleagues, boss, teachers, employees, vendors, and mentors to give you a recommendation. Make it easy for them and write your own recommendation and send it to them. They will be more likely to take the time and post it if they don't have to produce it on their own.



Keep Working On It

Think of personal branding as an iterative process. Your LinkedIn profile should not be considered "done," because as you evolve, so does your brand. For example, when you add skills, you may start off with adding the soft skill "Team Player." However, when you advance to a management position you should remove that skill and add "Team Leader."