

Using LinkedIn To Build Your Personal Brand

LinkedIn is one of the worlds biggest business networks and an essential tool when you are looking for a new role. Here are our top 5 tips for using LinkedIn to build your personal brand and network

Make your profile impressive!

- ✓ **Headline** – make your headline standout. You have a limited number of characters so be you need to be succinct but ensure it states your expertise and key skills/knowledge. It's important because when you connect with someone new or they search, they will see this. Make it compelling and if they read nothing else, they know what you do.
- ✓ **About** – detail your experience, key achievements and what you are good at. Add documents and videos to showcase your work too.
- ✓ **Experience** – this is the CV bit that most people complete but not always in the best way. Showcase your most impressive achievements to make your profile stand out!

Recommendations – make sure you always have recent recommendations.

Build your network - connect and engage with people in organisations you are interested in working for either now or in the future. Try and connect with at least 5-10 new people a day.

Regularly post content about your industry showing your knowledge and expertise. This way you are building warm contacts, becoming known and positioning your expertise making it easier to reach out when you're looking. A rule of thumb would be a post at least 5 posts a week and over the weekend there is lots of engagement on LinkedIn so don't rule out posting at weekends because it's a business network!

Regularly engage with others content especially those contacts who you are most interested in building a relationship with and comment, don't just like posts as this builds your visibility and credibility.

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