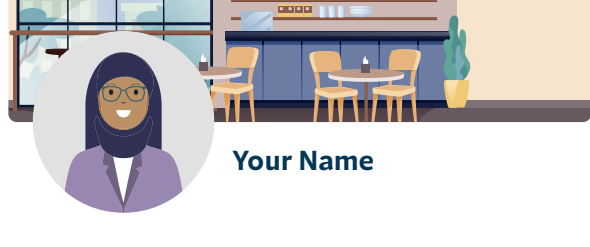


10 Tips for Your LinkedIn® Profile

General Business Professionals

1.

Use professional profile and cover photos

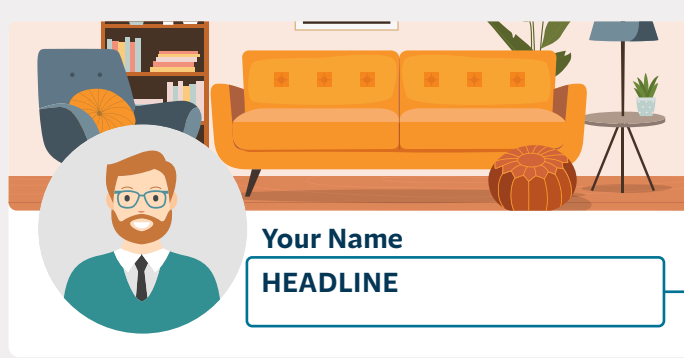


Select profile and cover photos that show your **personality, your business and your brand.**

Tip: Profile photo should be between 400 x 400 pixels and 7680 x 4320 pixels. Cover photo should be 1586 x 396 pixels (4:1 ratio).*

2.

Write an impactful headline



Write your headline as an elevator pitch.

How do you describe your job when you meet someone new? That's your headline – **a quick way for people to understand your expertise.**

Tip: Headline is limited to 220 characters. Including your job title helps you appear in search results.*

3.

Get creative in your "about" section

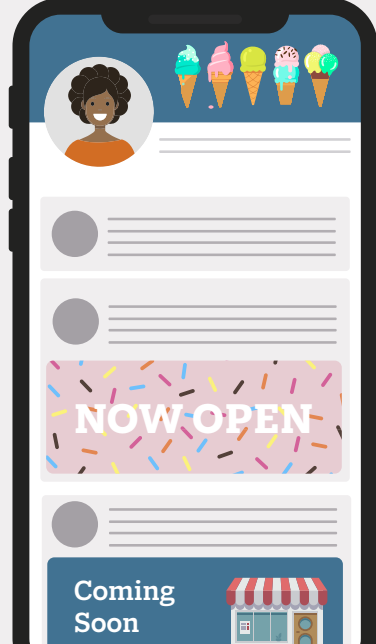


Your "about" section should tell your professional story. It's an opportunity to showcase your **experience, skills, interests and services.** Be descriptive and **get creative!**

Tip: Your summary can be up to 2,600 characters.*

4.

Post content often



Share interesting articles, industry reflections, business updates and relevant events on your LinkedIn feed **2 or 3 times a week.***

Don't forget to include a photo or video – having a visual may help others better connect with your topic.

5.

Use hashtags

Adding hashtags to your posts will allow others to find your content. Include **3 to 5 relevant hashtags** per post.*

Suggested hashtags:

#Business
#Entrepreneurship
#SmallBusiness
#FinTech
#Leadership

6.

Engage with others



Join **conversations** by commenting on relevant posts – the conversations shouldn't begin and end on your own posts.

Tip: Follow well-known industry pages, such as [Travelers](#).

7.

Follow influencers

Who are the **leaders in your field?** Follow them to help stay up to date on industry trends and conversations.

Suggested follow: [Joan Kois Woodward](#).



8.

Get Connected



By increasing your network, you're **expanding your opportunities** to connect with other industry professionals and new business leads.

Tip: Join LinkedIn Groups related to the business community.

9.

Focus on your niche

You've built a career in business – **share your knowledge and experience with others.** The more niche your topic is, the more likely the right people will find your content.



10.

Leverage your profile for social selling



Share content, comment on posts and send messages to help build business relationships digitally that were previously formed in person. These engagements help **create connections with potential business leads.**