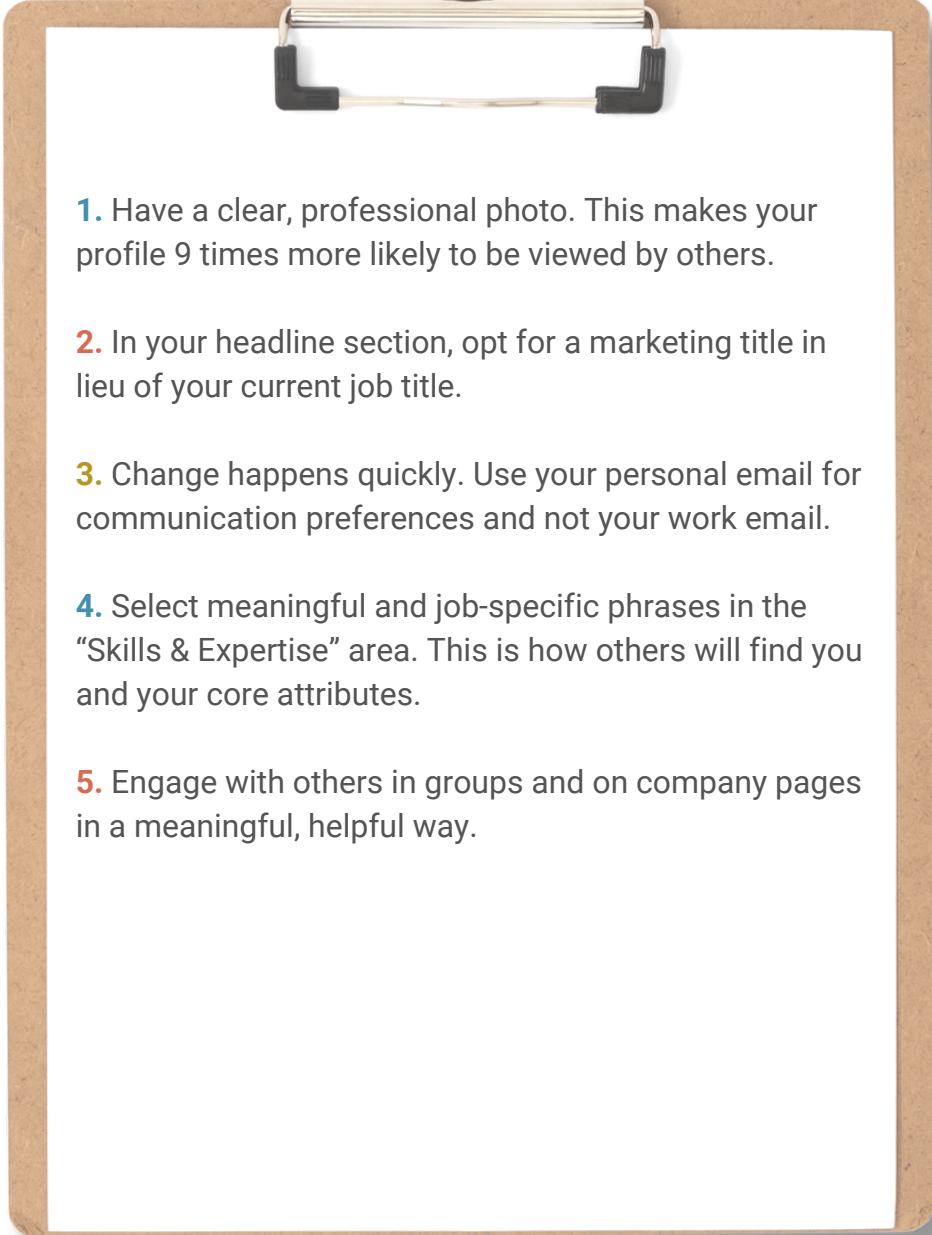




5 Tips for an Effective LinkedIn Profile

LinkedIn profiles should be considered a work-in-progress. Here are some baseline “musts” to experience the benefits of the world’s largest, online, professional network.

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- A wooden clipboard with a silver clip at the top, holding a white sheet of paper. A black pen with silver accents is positioned vertically to the left of the clipboard.
- 1.** Have a clear, professional photo. This makes your profile 9 times more likely to be viewed by others.
 - 2.** In your headline section, opt for a marketing title in lieu of your current job title.
 - 3.** Change happens quickly. Use your personal email for communication preferences and not your work email.
 - 4.** Select meaningful and job-specific phrases in the “Skills & Expertise” area. This is how others will find you and your core attributes.
 - 5.** Engage with others in groups and on company pages in a meaningful, helpful way.