



Building a Stand-Out LinkedIn Profile

A resource from Business Station



Appearances count:

Tips for a LinkedIn-worthy profile photo.



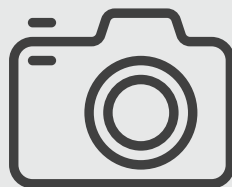
Use a headshot

The aim is to be recognisable (in the real world) from this photo alone.



Dress how you work

LinkedIn doesn't always mean suits. Wear what you wear when working.



Avoid low-res photos

400x400 is the minimum recommended resolution.

Bonus tip:

Your cover photo is a great place to bring attention to your business. Make it pretty!

Write a strong summary:

6 tips courtesy of Digital Solutions Advisor and LinkedIn pro Sandra Tricoli.



Start strong with a catchy opening statement.



Don't be afraid to inject some personality.



Use optimised search terms in your summary.



Add context to your career story.



Brag about your accomplishments!



Utilise as much of the character limit as you can.

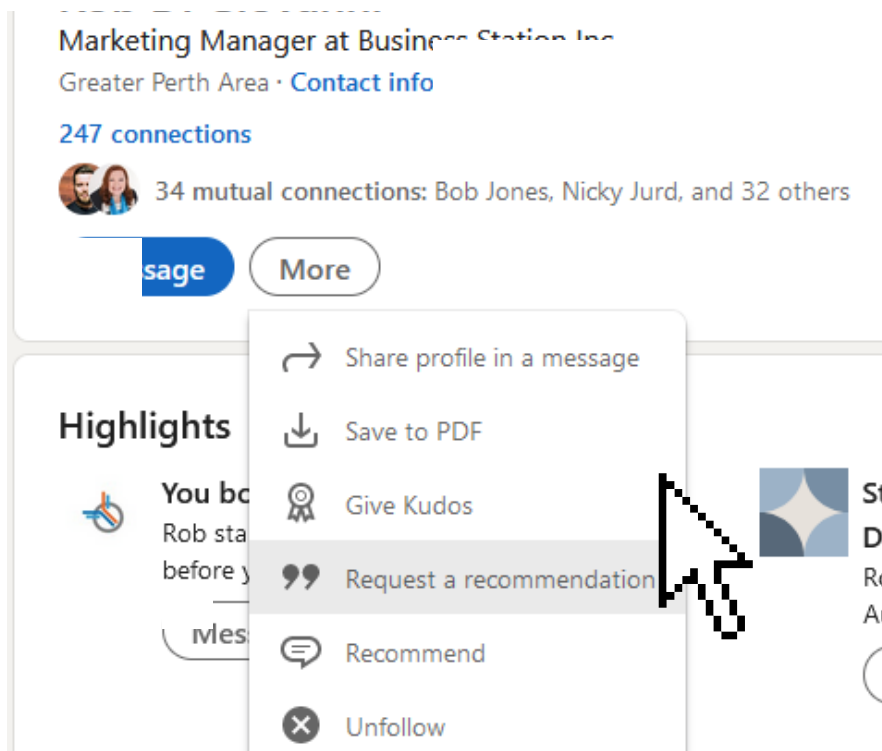
Bonus tip:

Set a reminder to update your LinkedIn profile 6 and 12 months from today. This will keep it up to date.

Get profile recommendations:

Recommendations can give a massive boost to your credibility.

Requesting a recommendation from someone's profile:



Consider:

- Past coworkers and bosses
- Ongoing clients
- Existing business partners

Experts suggest seeking 1-2 recommendations per month.

LinkedIn Content Ideas

To help with your first post
(or 10!)

You can share:

- Professional expertise
- Testimonials
- A weekly tip
- An article
- Your blog
- Bright visuals
- A live video
- Industry leader interview
- A short video
- User generated content
- Run a poll
- Ask a question
- Tell a story
- Share a project
- Any awards won
- Lessons learned
- eBooks or guides
- Helpful how-to content

Bonus tip:

Find professionals that you respect in your industry and see what works for them!

What NOT to do on LinkedIn:



Don't over-post

2-4 posts per week is the sweet spot.



Don't get political

If it doesn't directly affect your industry or niche, leave it for Facebook.



Keep it civil

Don't have a dig at others on the platform, it reflects poorly on you.



Don't forget to spell check!

2-4 posts per week is the sweet spot.

Bonus tip:

This guide will get you started, but if you're really trying to form business connections online, [Digital Solutions](#) can help.

[\[Learn More\]](#)