



Crafting Your Kick-ass LinkedIn Profile



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Message From Michelle

"You've got to work hard for your success and you've got to have a steady presence. That's the secret."

Kid Rock
American Singer and Songwriter

Presence matters. Not just in person, but online.

You know when you see a kick-ass LinkedIn profile. It jumps out at you, and you want to connect with the person.

I want that person to be YOU... and I am sure you do too. Whatever career you are in, or aspire to be in, you can no longer lurk in the shadows of social media. Curating your unique position helps you get noticed in the best possible way.

For most professions, careers, and jobs, LinkedIn is a primary place to do that.

There are more than 1.2 billion LinkedIn users across 200 countries. LinkedIn has high user growth, with 310 million active users each month. The expectations are that this growth and usage rate will continue.

I liken LinkedIn to an online business card holder. It is where you have a ready source of all your business, work and professional connections. However, it is much more than that. It is where you can grow your professional reputation and presence, and expand your network. It is where you can learn and share new ideas.

It is an essential element of your career success toolkit!

Crafting your profile and building and maintaining your presence takes time and effort. However, it is time well spent.

So, let's get cracking.

Cheers

Why It Matters

The world of work is changing rapidly. Now more than ever, you need to be the master of your career – managing your career steps and position in the market.

You need to not only be known, but be known for something. You need to be ready for change and be positioned to take advantage of opportunities that come your way.

This is hard to do if you are invisible online. But it is more than merely becoming visible. Ultimately, you want to stand out in a way that is authentic and aligned.



LinkedIn, used wisely and with thought and planning, is pivotal in helping you do that.

Where To Start

Building your LinkedIn profile isn't a set-and-forget strategy. There are three core phases:

1. **Build the foundation** – this is about getting the basics in place and working for you. In this phase, you will ensure that all the key elements are in place for a functioning and effective LinkedIn profile.
2. **Design your position** – in this phase, you go beyond the basics, starting to examine and implement the activities you need so your profile online has presence, resonance and relevance.
3. **Rock your presence** – this is the phase in which your LinkedIn position really comes into its own. It won't happen overnight. It's a deliberate strategy of the 5Cs (more on that later).

These phases typically happen consecutively. However, there will be times when you will want to go back to phase 1 to check you still have everything in working order, as LinkedIn changes its features and options regularly.



Phase One: Build The Foundation

Most things in life are stronger and more effective if they are based on a solid foundation. It's the same with your LinkedIn profile.

This phase can take some time, so don't be discouraged or put off if you find yourself in Phase One for a period of time.

The best approach is to work on this step by step, little by little, so that over a couple of weeks (or perhaps a month), all the elements are in place.

You may be reading this guide and be in one of two positions:

- Have no LinkedIn profile, and you are starting from scratch.
- Have a LinkedIn profile, and you know it could be better.

Regardless of the position, I'd encourage you to spend time on each of the elements outlined below.

Know What You Want To Be Known For

LinkedIn is a marketing tool, and so it's essential to know what you want to be known for and the words you want to use to express that. Underpinning LinkedIn is a massive search engine that lets people find you. They will search for you using keywords, so to be found, you need to use common ones.

Spend time reflecting and writing down all the skills, capabilities and competencies you want to be known for.



Technical skills:

Professional capabilities:

Competences:



Look at what you've written and ask yourself if you've used common language. For example, are the words you've used to describe your skills the same words that other people would use when describing the same skill?

Consider as well what words other people might use to search for someone with your background and experience. It can also help to look at job advertisements and identify common words used for roles in your profession, industry, or sector.

You will want to use these keywords in your profile summary and throughout your profile background. That way, when contacts, industry experts, other people or recruiters search LinkedIn, they will be able to find you more easily.

Customise Your LinkedIn URL

When you first set up your LinkedIn profile, you will be given a default URL.

This can look like a combination of your name and several numbers. You can shorten it to be your first and last name. However, if that combination is already taken, look for a relevant, easy-to-remember combination of your initials and surname.

To change your public profile URL:

1. Click the 'Me' icon at the top of your LinkedIn homepage.
2. Click 'View profile'.
3. On your profile page, click 'Edit Public Profile and URL' on the right hand side.
4. Click on the pencil icon, on the top right hand side.
5. Type your new custom URL in the text box.
6. Click 'Save'.



Make Your Headline Pop

When you first set up your LinkedIn profile, the headline will default to your job title and current company.

This may not be the best headline to use. Often, your job title is ambiguous and may not highlight your areas of expertise or what you want to be known for. The headline is your first opportunity to sell who you are, so it helps to focus more on your expertise, speciality, and what you do.

Please keep it searchable and use some of your keywords. You'll also want to keep it short and punchy. You are limited to 220 characters in your heading, so use those characters wisely.

Pronouncing Your Name

You can now add a short audio recording of your name so people can pronounce it correctly. Recording (and replacing) is done in the LinkedIn mobile app. On a desktop, you can only delete an existing recording.

- **Mobile (record or replace):** Go to your profile → tap the 'Edit' icon in your introduction section → Record name pronunciation → Apply → Save.
- **Desktop (delete):** Go to your profile → tap 'Edit' in the introduction section → Delete, next to name pronunciation → Confirm.

Select A Photo That's You

Your profile photo is one of your strongest trust signals on LinkedIn. Choose a clear, current headshot that looks like you today, not five roles ago.

A professional photo helps, but what matters most is that it feels credible, well-lit, and unmistakably you. This is essential because you want people to want to connect with, work with, refer, or do business with you.

If you don't include a photo, people will question why, which makes it much harder for them to connect with you. With all the issues of identity theft and other sketchy online behaviour, it isn't a look that serves you well. In a world where trust matters, not having a photo can work against you.

Here are a few cardinal rules to consider:

- Your photograph should be 400(w) x 400(h).
- Don't use a photograph that is out of date or no longer reflects how you look today.

- Don't use a photograph that isn't professional or representative of the type of work you want to do. A photo of you in your wedding dress or on a night out doesn't work unless that image directly relates to your work.
- Don't use a selfie or image where you've been cropped out.
- Don't use a full-body shot, as the image won't show well. Your profile image is small, so a clear head-and-shoulders shot works best.
- Be conscious of the background in which the photograph is taken. Please keep it clean and simple, with the focus on you and no distracting background image. There should also be no one else in the photo with you.
- Consider what you are wearing. Avoid anything strapless (as that can make you appear naked), while too many colours, make-up or jewellery can be distracting.
- A black-and-white image can look fantastic, as can an image with colour that really pops.

If you can afford to, invest in getting the photograph taken by a professional. It's worth the effort (and money). A clear, high-quality image helps you stand out, builds credibility, and makes it easier for others to engage with you.

Add Pronouns

Show your pronouns to let others know how to refer to you. Select the pencil icon in the top right-hand corner of your profile, then navigate to the pronouns section.

Get Visual

You can also add a background photo (banner) to your profile. This is the area that sits directly behind your profile photo.

It's a great way to grab attention and to showcase more about who you are and what you do. You could use a series of images of you at work, with clients or colleagues.

Alternatively, you could have a background image that highlights the industry or profession you work in.

For your banner, LinkedIn recommends 1584(w) x 396(h). Use a JPG or PNG and keep it under LinkedIn's file limits. Design it with breathing room, as the image is cropped differently on desktop and mobile, and parts can be covered by your profile photo and buttons.

Use The About Section Wisely

The next step is to write your About section.

Once again, there's a character limit – this time 2600 characters, and you will want to focus on what you want to be known for and use your keywords so you are easy to find.

When someone views your profile, only the opening line or two of your About section is visible before clicking 'See more'.

This means your first line matters. Use it to clearly communicate your value and give the reader a reason to keep reading. Think of it as your hook; it should quickly signal who you are, what you do, or the impact you create.

Key tips:

- Write in the first person. That is, 'I am', rather than 'Michelle is...'.
- Use your keywords throughout.
- Think about whom you are writing for – i.e., the audience or target market.
- Use bullet points to summarise and make it easy to read.
- Add media files, videos, pictures, or elements that add colour and best bring you to life on the page.
- Be personal and write this section in a way that will entice people to want to know and connect with you.
- Highlight both your work strengths, accomplishments and values. People want to know who you are and what you stand for.

Once you've written your first draft, it can help to get feedback. Share it with a couple of colleagues or friends that you value and trust. Ask them:

- Does this sound like me?
- Am I missing anything?
- What else would you add?



Be On Point With Your Experience

Using your CV as a reference, the next step is to outline your work history. You don't necessarily need to list every job you've ever had, but be cautious of leaving big gaps in your work history, as this raises questions.

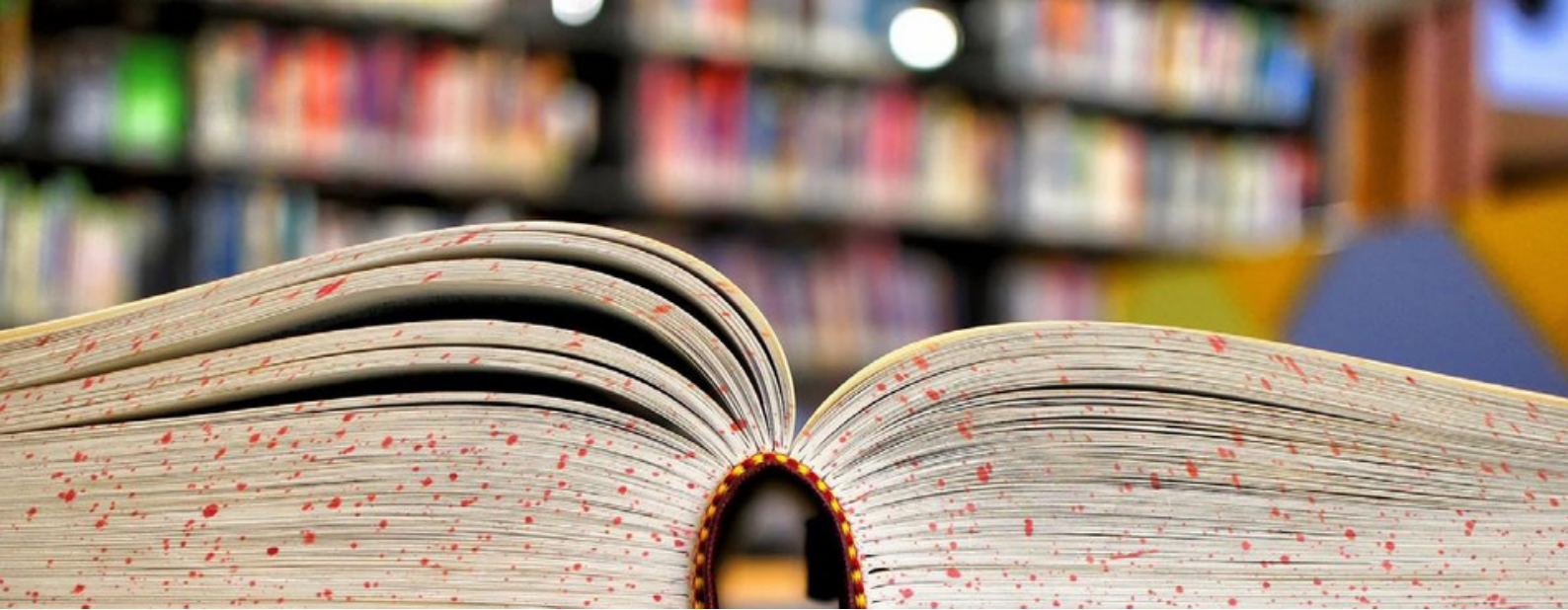
There may be some roles that you can merge – particularly if you were in the same company for a long time. There may be other roles where you will want to consider having multiple entries for that same role. This is particularly useful if you are (or were) holding down multiple streams of work at the same time. You can create multiple entries with overlapping job titles and dates.

Be clear on what roles are relevant to your current career goals and aspirations. These are the ones that you will want to showcase and ensure stand out in your profile.

Key tips:

- **Be concise** – each entry can have 2000 characters.
- **Be selective** – don't include every detail of every job you have held over your career.
- **Be repetitive** – selectively repeat the keywords you want to be known for throughout this section of your profile.
- **Be creative** – you can use video, quotes, slides or other content you've created to highlight your skills and expertise.
- **Be a stand out** – avoid jargon and buzz words that make you sound like everyone else. Share projects you've worked on, awards you've received and achievements you've made.

In your work history, you can now include designations such as 'Stay at Home Parent' to indicate that you spent time away from the traditional workforce.



Get Educated

You will want to list all the educational institutions you've attended and all the degrees, certificates or qualifications you've received.

Apart from highlighting your professional qualifications, this also enables people to find you through the alumni feature on LinkedIn. That's a great way to find former university, school, and study buddies and reconnect.

Go Volunteering

Volunteering is a great way to give back to the community and hone your skills.

Highlighting your participation in LinkedIn demonstrates your community spirit and that you are ready and willing to help people around you.

This is a good thing – so add in all the relevant details.



Feature Your Skills And Endorsements

According to the statistics, paying attention to this section matters:

- There are over 10 billion endorsements on LinkedIn.
- A LinkedIn user with at least five skills listed on their profile gets up to 17 times more profile views than people who don't.

Source: [LinkedIn Statistics \(2026\) — Members, Reach, History, Key Facts](#)

This is a very quick win – so make use of it.

It starts by running your eye over the list of skills on LinkedIn and identifying those that are relevant to you. This is critical. If your list is too long and not relevant, people may find your profile confusing. Remember the old saying, 'Jack of all trades, and master of none'. If you list yourself as an expert at everything, people won't believe it, and they'll wonder what you are really good at.

Once you've got your list of skills marked off, the next step is to start getting endorsements. The best way to do this is to endorse people in your network. They will then likely do the same for you.

If you already have skills listed, you can edit those skills and re-order how they appear on screen.

Make sure you have them in an order where the key ones are highlighted first. Over time, you'll find that you want to update your skills, so this isn't an area that you do once and never come back to. It can be helpful to review your list each year.

As well, once you start receiving endorsements, you may find that certain skills that are less important to you are the ones that get highlighted. Be proactive in managing your endorsements list. For example, you can choose which to show or hide. You can also ask people to endorse you for specific skills to balance out your profile.

Recommendations - Give First To Receive

Endorsements are good, but recommendations are better.

An endorsement shows you have some skills, but it doesn't take much effort to tick a box to endorse someone. A recommendation takes time, is personal and demonstrates what you deliver and how you work. They are core to elevating your brand.

Many people, when looking at someone's LinkedIn profile, ignore endorsements and go straight to the recommendations to see what others are saying about them.

The best way to get a recommendation is to ask for it and to offer to write recommendations for others, too. Of course, the recommendations you provide should be genuine, and you need to be willing to vouch for the person. At a minimum, aim for 10 recommendations.

To get started, write a list of key people you have worked with throughout your career. These may be:

- Former or current boss.
- Peers.
- Colleagues.
- Suppliers.
- Clients.

Once you have a starting list, then proceed to make direct and thoughtful approaches asking for recommendations.





Go The Extra Mile

You want your LinkedIn profile to be as complete as possible. LinkedIn outlines three key completion levels: core, recommended and additional.

The core elements will help you get discovered by people you know and recruiters, while the recommended and additional elements will increase your visibility.

If you have followed this Guide step by step to this point, you have completed both the core and recommended elements. The next level is the additional elements, which add more personality to your profile. It includes, for example:

- **Publications** – publicise your Book, white paper or where you have appeared in the print or media.
- **Patents, Languages, Organisations, Honours and Awards, Volunteer experience** – list all the additional things you have done in your career that make you stand out.
- **Projects** – highlight white papers, reports, downloadable items or other services or gifts you are promoting, are passionate about or have worked on.

Make Sure You're Set To Go

Ideally, you want a profile that shows the word 'All-Star'. For this to happen, you will want to have detailed:

- Your industry and location (postcode).
- A current position is listed with a description.
- Two past roles are outlined with the appropriate level of detail.

- Your education section is filled out.
- A minimum of five skills is listed.
- A profile photo is included.
- At least 50 connections.
- A summary about yourself.

According to LinkedIn statistics, your profile will appear 40 times more in search results if it is deemed as 'complete'.

Other Tricks Of The Trade

Clicking on your photograph in the taskbar with the word 'Me' will take you to your user settings. This is where you can set your profile's privacy and other features. When you click on 'Settings and Privacy', you'll see six core areas: account preferences, sign-in and security, visibility, data privacy, advertising data and notifications. While you will want to go through each of these, here are the key elements to address first.

1. **Turn off your activity broadcasts** – so your connections won't see or be alerted to changes in your profile, or when you follow companies or recommend connections. However, when you start a new job, you may want to turn this function on, so your contacts get notified that you have changed roles. This function is found under the visibility tab, "Share profile updates with your network".
2. **Visibility of your profile and network** – you can set the Profile viewing options and visibility settings so you are listed as:
 - a) Your name and headline.
 - b) Private profile characteristics (with name and photo excluded).
 - c) Private mode (you will be in complete private mode).

The catch with options 'b' and 'c' is that you then can't see who views your profile. I'd suggest you go with option 'a'. You can specifically determine how much of your profile is visible.

3. **Determine whether you want others to be able to see your connections** – you can set the visibility settings so that only you can see your connections. Access the visibility tab, then 'Connections'. I'd suggest turning off these settings to restrict access to your network. Otherwise, someone can search all your contacts and make the same connections.



4. **Check the profile viewing options** – decide if you want your full profile available to everyone on LinkedIn or just the summary. I'd suggest you make it your full profile (under the visibility tab).
5. **Let recruiters know if you are open to opportunities** – Edit your profile and select the blue button 'Open to', and select 'Finding a new job'. I'd be cautious about using this setting.
6. **Two step authentication** – you can activate this additional feature if you'd like added security on your profile. This feature is located under the sign in and security tab. I'd recommend activating this feature.

Stand out from the crowd

Photo frames

You can let people know you are open to work or hiring by turning on an optional feature, which adds either #OPENTOWORK or #HIRING to your profile picture. To turn this on, go to your profile photo, then select "Frames" and follow the prompts. I would do this cautiously.

Spotlight your work

LinkedIn has enhanced the multimedia feature in the Featured section of your profile (under the About section). This Featured section is now a new section where you can publish your most relevant and up-to-date multimedia files, such as posts, articles, links, or media commentary. Making good use of this section will showcase your latest work to the community and potential recruiters.

Use video and multimedia content

Videos are a great way to get noticed. So consider adding video content to your Featured section to showcase your work and presentations, and to share more about you. Using video and multimedia content is increasingly essential if you want to stand out in the crowded professional landscape.

When posting video content, use vertical format to optimise visibility and engagement. LinkedIn is increasingly accessed on mobile devices, and vertical videos are more likely to capture attention and perform well in the feed.



Phase Two - Design your position

Getting the building blocks of your awesome LinkedIn profile in place can take some time. Once you've done that, the next phase is to design your position.

Having a LinkedIn profile is one thing, but if you want to stand out from the crowd, you need to position yourself in the market to build a presence that resonates and is relevant.

There are three core parts to this:

1. Grow your connections.
2. Get social.
3. Expand your reach.

Grow Your Connections

You want to continually expand your base on LinkedIn. Ideally, you want to have at least 500 connections.

A quick heads-up: some profiles show 'Follow' as the primary button instead of 'Connect'. If you can't see 'Connect', look under 'More' or '...'. You can also choose whether 'Follow' or 'Connect' is your primary profile button in your settings (this is useful if you're building an audience).

People you know already

Start by going through your contact book or business card holder (if you still have one).

Set yourself a goal to individually invite each person to connect with you on LinkedIn over time.

It's important to make this personal. If you just click 'Connect' it lacks warmth and looks generic. You want each person to know that you value their connection.

Check the 'Catch Up' tab under 'My Network'. It surfaces updates like new roles or work anniversaries so you can stay in touch and show up thoughtfully for your connections. You can post a congratulations or birthday message to keep the relationship warm and friendly.

People you'd like to know

Once you connect with someone, and depending on their privacy settings, you can then see who they are connected with. You can utilise this feature to help turn your 'second' connections into 'first connections'. Similarly, LinkedIn will suggest people you might like to connect with. You can use those suggestions to grow your network. Once again, make the approach personal and explain why you want to connect with them. If they accept, thank them for the connection and start building on it.



You can use the 'Grow' tab under 'My Network' to explore LinkedIn's suggestions for people to connect with. They are often high-quality, relevant recommendations and a great place to find new connections aligned with your interests or goals.

Join Groups

Another good way to expand your connections is to join groups. There are over 2 million groups on LinkedIn, so you'll need to be selective.

You can join as many as you like. They are a useful way to meet and connect with people in similar fields or with related interests. You'll find alumni groups, and most industry and professional associations will have groups too.

Once you join, you can use the groups to share information, raise questions and broaden your network.

There's also the added benefit of being able to message a person directly who is in the same group as you – regardless of whether you are connected or not. Just go to the group, find the person, and click 'message' to send them a message.

Follow Influencers and Thought Leaders

LinkedIn Influencers are selected by invitation only and are a global collective of more than 500+ leaders, innovators and thought leaders. They share their thoughts on the latest trends, future issues, policy changes and a raft of other areas.

Following influencers puts you in direct contact with useful ideas and perspectives. Once you follow someone, their content will appear in your LinkedIn feed.

Rather than simply resharing their posts, look for opportunities to add your perspective; whether that's through a thoughtful comment or by sharing the idea with your own insight. This helps you build your voice and credibility.



Stay visible and be consistent

To stay visible and consistent, use the 'Weekly Sharing Tracker' (found under Me → Profile → Show all analytics) to check your recent activity across posts, comments and article contributions. Engaging regularly across those three areas will help strengthen your network. It also signals to LinkedIn's algorithm that you're an active user, which can boost how often others see your content and profile.

Get Social

Share content regularly

Over three million people share content on LinkedIn each week. This content can be:

- **Curated** – the sharing of content that other people have created.
- **Crafted** – the sharing of content you have created.

Regardless of whether you are sharing curated or crafted content, you want to ensure you are adding value to the LinkedIn community. You want to be known as someone who shares information and insights that are thoughtful, considered and useful.

Each time you go to share something, ask yourself:

- Is it useful?
- Is it relevant?
- Is it timely?
- Does it represent my brand?
- Have I shared my thoughts on this topic?



If you are sharing other people's content, the key is to add value to what you share. Merely finding an article and then sharing isn't enough. Instead, you want to comment on what you are sharing.

Consider:

- What are the insights that are relevant to my profession and/or industry?
- Why am I sharing this article now?
- What did I like or not like about the article and why?
- What do I agree or disagree with, and what additional perspectives would I add?

Create a Newsletter

Having a regular newsletter that shares unique content can help attract and engage your audience, stakeholders, and potential recruiters/clients/employers. Your newsletter is an opportunity to write about topics that are meaningful to you, showcase your work, and highlight your interests.

Scheduling posts

You can now schedule your posts for a future date and time and access a list of all your scheduled posts.

Start by creating a post at the top of your LinkedIn page. You will see a clock icon in the lower-right corner. Use that icon to schedule your post based on your time zone.

Make it a two-way dialogue

LinkedIn is based on relationships, and good relationships are never one-sided. That means you want to comment on and like other people's content. This is something you should do on a regular basis.

Also, in your 'notifications', which is located in the top navigation bar (desktop) or top menu (mobile), you'll see when people comment or like information you have shared. Take the time to acknowledge when people do this. Engage with their comments and thank them for their contribution.

Get more presence

As you build your presence, you want to continue to build and give recommendations and endorsements. You want to actively manage both, with particular attention to recommendations.

Here's how you do it:

- Find the person you'd like to recommend you.
- Go to their profile.
- Click on the 'More...', which brings up a drop-down box.
- Click on 'Request a Recommendation' (or Recommend).
- Select the relationship you have with this person.
- Select the past or present position you want to be recommended for.
- Click 'Next'.
- And then write your request.

A more personal approach is to ring or email them first, then follow the above steps.



Expand Your Reach

More and more features are being removed from the basic functionality and shifted to LinkedIn's premium offerings.

There are currently seven levels:

1. **Basic.** (free)
2. **Premium Career** helps you get hired and get ahead in your professional life, including LinkedIn Learning. (paid)
3. **Premium Business** helps you get detailed business insights and further expand your business. (paid)
4. **Premium All-in-One** helps you find new clients, showcase your small business, and hire when you need to. (paid)
5. **Sales Navigator** helps you generate leads and build your clientele. (paid)
6. **Recruiter Lite** helps you find and hire talent. (paid)
7. **Premium Company Page** helps your Company page stand out and ideally, convert more visitors to paying customers.

Level 1 - With the Basic account, you can:

- Build your professional identity on LinkedIn.
- Connect with people directly in your network.
- Request and provide recommendations.
- Search for and view profiles of other LinkedIn members.
- Save up to three searches and receive weekly alerts on those searches.
- Receive unlimited InMail messages; however, you cannot send InMail messages. InMail messages are useful because they enable you to message people you are not yet directly connected with on LinkedIn.
- Other limitations include no premium search filters and limited insights into who has viewed your profile.



Level 2 - The next level is Premium Career, which I recommend for people who are serious about using LinkedIn to advance their careers.

With LinkedIn Premium Career, you have access to:

- Private browsing.
- Applicant insights.
- Direct messaging.
- Who viewed your profile.
- Unlimited access to LinkedIn learning.
- Five InMail credits.
- AI Tools (see below).
- Top Choice Job.

AI- Powered premium experience includes:

As a Premium subscriber, you can access LinkedIn AI tools to assist with your job search. For example:

- AI-powered advice and takeaways - helping you find the right information and connect to additional resources.
- Enhance your profile and messages - this AI tool will share personalised suggestions for your profile to help you get noticed and stand out from the crowd.
- Tell hiring managers their job is your top choice - increase your chances of standing out to recruiters by marking their advertised job as a Top Choice Job (three a month as a Premium subscriber).
- AI-driven career coaching tools aimed at offering personalised advice to users. These tools are designed to help individuals explore career development opportunities and efficiently identify relevant job openings.

If you want to know whether it is right for you, you can access a one-month trial. You can find more details at [Discover how Premium can help you.](#)

Note: the other levels are more suited to Companies and Organisations.



For Job Seekers

Resume builder

You can use LinkedIn's Resume Builder to help craft your standout professional resume. When you are in the market, you want to catch the attention of recruiters and hiring managers. This tool leverages your profile data to make resume creation faster and easier. It also allows PDF downloads (available only in desktop mode).

To use this feature, select the 'Me' icon → 'View profile' → 'More' → 'Build a resume'.

Job search engine

You can discover job opportunities matching your skills and qualifications on LinkedIn. This feature helps you search for jobs more easily, either by using the search field on the LinkedIn homepage or by accessing the Jobs page directly to browse and apply.

To use this feature, select the 'Jobs' icon, then click on the search bar at the top of the page.

You can also Sign up for job alerts that fit your interests. That way, you'll be directly notified when a new job opportunity becomes available.





Phase Three – Rock Your Position

By this stage of the process, you are a regular on LinkedIn. You have the foundations in place. Your network of contacts is growing, and you regularly share useful information and insights.

In this phase, you take your action and practice to the next level. You already know the techniques to use. It's just about ratcheting it up a notch.

It's a deliberate strategy of the five C's.

Connecting

Set a target for how many people you want to connect with on LinkedIn each week.

Every time you meet someone new, connect with them on LinkedIn. This tool is your online business card holder, so just as in the past, when you would have handed someone a business card, you now make an online connection.

It's also worth having a deliberate strategy for reaching out and connecting with people in areas that you are interested in.

Creating

Be active – daily. This may be updating your status, sharing content or commenting on someone else's content. The more frequently you are on LinkedIn, the more likely it is that other people will see your posts.

There are various arguments and ideas about the best times to post on social media platforms.

HubSpot's research suggests that the best time on LinkedIn for high engagement is between 7 am and 4 pm. Their recommended times to post are 10 am-12 pm on Tuesdays, Thursdays, and Wednesdays, in that order.

Hootsuite suggests there are several tactics to gain extra traction on LinkedIn. When you are posting articles or sharing content, tag people and relevant companies to draw their attention to your article, use keywords strategically, and include only relevant hashtags.

You can now broadcast live video content via LinkedIn Live. Eligible members and Pages can create and broadcast a LinkedIn Live. Eligibility is based on a set of criteria, outlined here: [Broadcast with the LinkedIn Live Feature.](#)

Consistency

Knowing what you stand for, the brand, and the impact you are looking to create, you'll want to ensure this comes through (all the time) in the messages and content you share.

Be consistent in your language, tone of voice, how you speak to your target market, what type of content you share and how you come across. If you don't, people will easily get confused.

Consistency also applies to the frequency of social sharing and commenting. If you dip in and out, you'll lose traction and presence.

Checking

You don't want your LinkedIn profile to be static. You change as you acquire new skills or your areas of interest adapt and evolve. You want to reflect this in your profile.

Set a deliberate practice of reviewing your LinkedIn profile each quarter. It's not likely you'll want or need to rewrite the whole profile. However, you will likely find elements you want to amend or tweak.

Controlling

LinkedIn regularly changes how it works and the features you can access, depending on the level of service you use (i.e., basic versus premium). Sometimes these changes are helpful, and not so helpful.

It's hard to make LinkedIn work for you if you are unaware of these changes and what they mean.

So it's important to stay across trends and changes to how LinkedIn works. Here are some options to consider subscribing to:

- [The official LinkedIn blog](#)
- [Social Media Examiner](#)

You also want to control what people see and don't see. There are a number of critical parts to this, which I have mentioned before. For example:

- Turning off your activity broadcasts.
- Determining how other people can see your profile.
- Considering whether you want other people to be able to see your connections.
- Checking the profile viewing options.

- Letting recruiters know if you are open to opportunities.
- Regularly review all the questions listed under the following tabs: 'account preferences', 'sign in and security', 'visibility', 'data privacy', 'advertising data and notifications'. Once in, check that all of the questions are answered to suit your needs.

Remember, LinkedIn continually updates and evolves its features.



Next Steps

“Our ambition should be to rule ourselves, the true kingdom for each one of us; and true progress is to know more, and be more, and to do more.”

Oscar Wilde

The next steps for you are simple. Get started.

Use this guide as a checklist and reminder of everything you need to do to get your LinkedIn profile to new heights of greatness.

It will take time, effort and focus, but I can assure you that all that hard work will pay off. Here's to your success.

Enjoy!



About Dr Michelle Gibbings

Dr Michelle Gibbings is an award-winning author and globally recognised workplace expert who helps leaders, teams and organisations elevate their strategic influence and impact. With over 30 years of experience - including in senior executive roles - she understands how organisations operate from the inside out.

As a sought-after keynote speaker, executive coach and trusted facilitator, she works with forward-thinking organisations seeking to unlock potential, lead with impact and accelerate progress.

Michelle's approach is pragmatic, inspiring and anchored in insight and action. She helps people stay cool, calm and collected amidst complexity - and bold, brave and balanced in the face of disruption.

She gets organisations, leaders and teams ready for tomorrow, today!





Want to Work With Michelle?

If you're interested in working with Michelle, individually or in a team setting, we'd love to hear from you.

E: support@michellegibbings.com

www.michellegibbings.com

