

How and why to create a LinkedIn profile

1) Why should one create a LinkedIn profile?

One can benefit highly by creating a LinkedIn profile as it is one of the biggest business-oriented networking website. Many companies use LinkedIn to recruit freshers or experienced office workers as per their needs.

Benefits of LinkedIn:

Gaining exposure to Hiring Managers and Recruiters.

Demonstrate your knowledge, credibility and leadership expertise.

LinkedIn can be used as a research tool.

LinkedIn has a great job board.

Gaining social proof for your skills and talents.

Follow Companies.

Join LinkedIn Groups.

2) How to make a good linkedin profile:

Steps:-

(i) Choose the right profile picture for LinkedIn: Your LinkedIn profile picture gives the "first impression" of yourself to the person viewing your profile. So keep it as formal as you can.

(ii) Add a background photo: Keeping a subtle photo as the background picture grabs attention of the viewer.

(iii) Make the headline look good: One don't literally have to keep their job title as their headline. Use the headline field to say a bit more about how he/she see their role, why they do what they do, and what motivates them to do those roles.

(iv) Turn summary into your story: Listing your skills and previous job titles is boring. Writing a short story which highlights ones skills and roles could be a perfect eye catcher.

(v) Grow your network: Connect with more and more people for good exposure as it can help in a lot of ways,
for eg. job recommendation.

(vi) List your relevant skills: Here is where one list out every relevant skill that he/she has.

(vii) Highlight the services you offer: Filling out the Services section of your profile can enhance one's visibility in search results.

(viii) Take a skills assessment test: Skills assessment is an online test that enables a person to demonstrate the level of his/her skills, and display a Verified Skills badge on their profile.

(ix) Request recommendations: Don't be shy to reach out to people and request recommendations.

(x) Show your passion for learning: After completion of a course on linkedin learning, one can share their work on their feed. This helps in enhancing one's will to learn.

(xi) Share media and marketing collateral: Sharing case studies,

white papers and other brand content helps to show what the business you work for is all about.

(xii) Share relevant content from your LinkedIn feed: It is good to be active on LinkedIn and share contents that feels relevant so viewers can get a gyst of the mindset/personality of the person

(xiii) Use your shared posts to start conversations: The more you share and comment on content, the more you establish your expertise and thought-leadership credentials on LinkedIn.