Build Your Brand on LinkedIn.com

Your profile is the first thing a member sees if they’ve clicked to see who sent them an InMail or who posted a job, so it is your brand to build and nurture. Just like at any other professional networking event, there will be people who offer a lot of information about themselves up front, and there will be those who are quiet and reserved. As a Recruiter, it’s important to make sure your brand is crisp and versatile so that you can reach out to all attendees.

1. Profile Picture
Include a professional image of yourself that would be worthy of a business card. Profiles with photos receive a 40% higher InMail response rate because people like to see who they’re speaking to.

2. Name
If you add initials, acronyms, or titles to your name, other members will have a harder time finding you in search results.

3. Headline
Instead of simply entering your job title, think about how you can creatively explain what you do.

4. Vanity URL
Your vanity URL is a great addition to signatures and business cards, and will make you more easily found in search engine results.

5. Summary & Experience
LinkedIn is not a job board, so your profile doesn’t have to read like a resume. Use these fields to tell your story. Focus on how you can add value, and how you’ve brought value to organizations you’ve worked with.

6. Recommendations
Recommendations on LinkedIn help you find new opportunities and reinforce your professional identity online. It’s easy to request recommendations from colleagues and clients and choose which to show on your profile.

7. Additional Links
Make it easy for members to continue browsing your brand by adding relevant links to your profile, such as your company’s web page, and careers page.