

MAKE THE MOST OF YOUR

LinkedIn

ACCOUNT

10 tips to strengthen your professional persona online.

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GO ALL-STAR. Work to get your profile to the “All-Star” ranking. In order to do this, you must fill in as many fields as possible.

GET LINKED. Take advantage of media links. Link to social media platforms (ones you feel comfortable sharing), your personal website, portfolio, media mentions, projects, etc.

ENGAGE. Comment on connections’ new positions, skills or posts; endorse others for skills and write recommendations; share, like and comment on news articles.

GET YOUR PRIVACY STRAIGHT. Be aware of your privacy settings. When browsing in ‘private’ mode, you cannot see who visits your profile; nor can others see that you have visited theirs. On the other hand, browsing in ‘visible’ mode provides transparency on both ends.

GO EASY. LinkedIn users often ask, “How much detail should I include?” The answer depends on the amount of experience you have, your industry, etc. The most important tip is to make sure that your profile is easy to read. Blocks of text are difficult to digest—especially on a computer screen.

RECONNECT. LinkedIn’s direct messaging feature is a great way to connect with colleagues you might have fallen out of touch with. Less formal than an email, it’s acceptable to contact someone using the platform just to reconnect.

STAY IN THE GAME. The biggest mistake you can make on your platform is neglecting it. Login every few days, at least, if only for just a few minutes.

PROOFREAD. It seems obvious, but have a trusted friend or colleague read over your profile for grammar and spelling mistakes. It’s easy to miss mistakes when staring at a computer screen for hours.

CUSTOMIZE. LinkedIn automatically assigns everyone’s profile a unique URL, which you can customize. Simply look for your assigned URL towards the top of your profile and click the pencil icon to edit it. Most people choose to use their first and last name in their customized URL.

FOCUS ON KEYWORDS. Employers can search specific words—such as buzzwords, jargon and industry language—in LinkedIn. Focus on writing meaningful text, rather than worrying about length.