




# Tips & Tricks for Making LinkedIn Work For YOU!

LinkedIn can be one of the most powerful tools in your personal branding arsenal - enabling new opportunities, driving new business and partnerships, and allowing you to position yourself as a thought leader in your respective field... So make sure to take full advantage of it! Here are some tips & tricks to help your profile work for you:





**Photos Matter:** You don't need to have a professional headshot, but just make sure that there are no floating hands/limbs around... and make sure to upload a cover photo!

**Create a Personalized Public URL:** Take ownership of your profile, and create a unique URL with your name!




**Optimize:** Keep search engines in mind - use phrases and words that are critical to your position, industry or your dream job.

**Show Off Your Work:** Add your best work to your profile - videos, links, presentations, documents. You've done great work, so make sure everyone knows!



**Publish Your Thoughts:** Utilize LinkedIn's publishing platform to post a blog post - you'll be amazed at the reach one post can have!

**Tell Your Story:** Use the summary area to tell your story - how did you get to be where you are now, what your goals, what your accomplishments are!



Have any questions, or want to continue the conversation? Reach out to me at [topknotbranding@gmail.com](mailto:topknotbranding@gmail.com) or @afakhreddine on Twitter!