



Did you know that LinkedIn, *the professional social networking platform*, has actually been around longer than Facebook, Twitter, Snapchat, & Instagram?

But it's more relevant now than ever. Why? Because it hosts more than 600 million professional profiles, which means nearly an unlimited supply of network connections.

Here are 5 tips to crafting a professional & effective LinkedIn account:

1

Add a background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

2



Choose the right profile picture for LinkedIn

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start.

3

Make your headline stand out

Your headline is created when you add your positions to your profile. However, you can re-write it to either promote an area of expertise or to let your personality shine through.

4

Turn your summary into your story

The first thing to say about your LinkedIn summary is – make sure you have one! Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had.

5

Spotlight the services you offer

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer. Filling out the Services section of your profile can boost your visibility in search results.