



Our business is developing yours.

LinkedIn Thoughts and Tips

Forbes Magazine and Other Online Research

- LinkedIn drives 64% of all social media visits to corporate websites
- 50% of profiles completed
- 42% provide regular status updates
- 41% report 500+ connections – up from 20% in 2013
- 58% spend more than two hours weekly
- 74% use LinkedIn to research people and companies
- Posting status updates rose from 10% to 39%
- Who's Viewed Your Profile remains #1 feature followed by People You May Know
- 70% of users gave LinkedIn a 4 or 5 rating (out of 5)

Building Your Profile

1. Include a high resolution professional photo
2. Brand profile headline
3. Customize profile URL
4. Add location and industry
5. Include targeted keywords in profile
 - Headline
 - Summary
 - Titles and Positions

Engage in the LinkedIn Community

1. Establish credibility with recommendations
2. Manage endorsements
3. List education, projects, certifications, volunteering/causes, honors & awards
4. Include visuals of work, videos, presentations, published works
5. Add "Advice for Contacting Section"
6. Join and participate in groups
7. Post regular and informative status updates

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