

How to Promote Yourself without Breaking a Sweat

LinkedIn Profile

- Use **banner image** at the top of the profile to help brand you and your company.
- Add a **video cover story**. In the LinkedIn mobile app, tap your photo and then tap View Profile. On your profile page, tap your profile photo and then tap “Add cover story” to record a 30-second video introduction.
- Record the **pronunciation** of your name. In the LinkedIn mobile app on your profile page, tap the edit icon (pencil). You can record the pronunciation of your name.
- Make your **profile headline** stand out. Include a bit of your personality as well as key words and phrases related to the services and products you offer.
- Use the **creator mode option** if you regularly share posts and articles on LinkedIn -- you can include five hashtag terms for topics you cover. Also, the featured and activity section appear higher in your profile.
- Think of the **About section** as a description of you in the context of your current business and overall career. Use first-person voice for this section to sound friendly.
- Increase visibility with the **Experience section**. Consider adding volunteer leadership roles to this section to promote the organization as well as how you contribute your time.
- Use the projects part of **Accomplishments** to share projects you worked on in business or as a volunteer. You can refer to LinkedIn connections who collaborated with you on these projects.
- Add your LinkedIn Learning courses to the **courses part of Accomplishments**.

Use of LinkedIn

- Increase post reach by **mentioning** relevant LinkedIn connections. Mentioning is LinkedIn’s term for tagging people (that is, including @ followed by their name).
- **Connect with others** on LinkedIn to build your network to help you get a job or grow your business.
- If you aren’t sure about accepting an invite to connect, click on **Manage or See** (number of pending invites) and then message the potential connection.
- **Followers** are especially important if you post frequently on LinkedIn.
- **Adjust your settings** to improve your user experience of LinkedIn. For example, you can adjust the types of notifications you get by going to the notifications part of the setting called Communication. Also, by going to the Visibility setting and clicking on Followers, you can click “Make follow primary” to make Follow what people not connected with you see initially instead of Connect.