

**THE**

**BUY-FROM**

CREATIVE AGENCY

**BASIC GUIDE TO LINKEDIN**

**COMPANY NAME**

---

**DATE:**

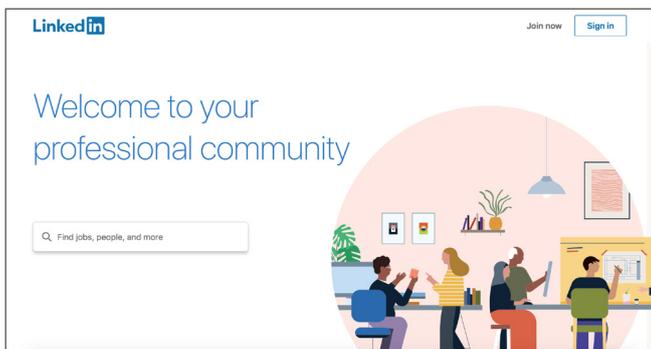
---

So, as you're reading this document all about LinkedIn, we guess you're thinking of joining?! Great! If used effectively it can be an incredibly useful and enjoyable platform.

Read on for our handy guide to setting up your profile and making those all-important connections.

## Which areas of your profile should you fill in?

So, firstly, LinkedIn works much better on a laptop or desktop screen than on the app. The app is great once you're up and running for sharing and interacting, but some functions are limited on there. mission, personality and core values.



**Right...you've registered.**

**Now what? Below are the main sections to complete to have a full-looking profile:**

**1.** Profile and cover photos – make sure you change both of these from the standard ones LinkedIn provide, this will ensure you stand out. Your profile picture should be a clear photo of you (not with friends, not a meme and definitely not your dog). Your banner can be anything – if you have your own company, preferably it will include your logo or colours in the design, otherwise keep it simple, possibly with a textured colour. You can design something to the correct dimensions on Canva (check out our handy guide to this).

**2.** Headline – this should be a very simple statement which answers the below two questions:

- What do you do?

---



---



---

- How do you benefit others?

---



---



---

For example if you are an Ice Cream Taster your headline might be:

**'Ice Cream Taster at Gelato Farm: Ensuring a delicious and balanced flavour every time'.**

**3.** Contact information, for obvious reasons!

**4.** Past positions – include in the description of each what your main skills and responsibilities were. If your past positions were in a different industry than that you work in now, keep it simple and draw out the transferable skills (there will be many, even if not obvious at first!).

**5.** Check your privacy settings – on LinkedIn other people are notified if you view their profile and vice versa. If you would prefer this not to happen you can set it to private browsing, however you also will not know who has viewed your profile, which can be a handy tool.

Account	Privacy	Ads	Communications
<ul style="list-style-type: none"> <li>How others see your profile and network information</li> <li>How others see your LinkedIn activity</li> <li>How LinkedIn uses your data</li> <li>Job seeking preferences</li> <li>Blocking and hiding</li> </ul>	<p><b>How others see your profile and network information</b></p> <p><b>Edit your public profile</b> Choose how your profile appears to non-logged in members via search engines or permitted services</p> <p><b>Who can see your email address</b> Choose who can see your email address on your profile</p> <p><b>Who can see your connections</b> Choose who can see your list of connections</p> <p><b>Viewers of this profile also viewed</b> Choose whether or not this feature appears when people view your profile</p> <p><b>Who can see your last name</b> Choose how you want your name to appear</p>		

<ul style="list-style-type: none"> <li>How others see your profile and network information</li> <li>How others see your LinkedIn activity</li> <li>How LinkedIn uses your data</li> <li>Job seeking preferences</li> <li>Blocking and hiding</li> </ul>	<p><b>How others see your LinkedIn activity</b></p> <p><b>Profile viewing options</b> Choose whether you're visible or viewing in private mode</p> <p><b>Manage active status</b> Choose who can see when you are on LinkedIn</p> <p><b>Share job changes, education changes, and work anniversaries from profile</b> Choose whether your network is notified</p> <p><b>Notifying connections when you're in the news</b> Choose whether we notify people in your network that you've been mentioned in an article or blog post</p>		
---	---	--	--

**6.** Summary (the dreaded 'about' section) – this is the section most people find hardest to write. We find the easiest way to get something down is to create a mini interview with yourself.

Answer the below questions and you'll have the basis of this section:

- What drives you? What are you passionate about?

---

---

---

- What drew you to your industry?

---

---

---

- What would your clients say about you?

---

---

---

- What are your interests outside of work?

---

---

---

Write this section in first person and remember – be a human!

**7.** Current position – this can be expanded on more so than past positions and can also be used to show your ambitions in the role.

**8.** Skills and endorsements – keep them relevant! For example, do you really need to list that you can use Microsoft Word? If your business is baking, do people need to know that you are skilled in web design? Gaining endorsements takes time, but is worth it, particularly if the person that endorses your skill is recognised as highly skilled in that area. If Gordon Ramsay endorsed you for cooking – you'd look pretty good!

Give it a go, write out 10 of your best, relevant skills:

---

---

---

---

---

---

---

---

---

---

---

---

**9.** Other sections include volunteering, accomplishments, education and recommendations. Don't worry too much about these for now – pop on your most recent education if it's relevant, but the rest can build up over time.

**And finally...**

**Now you're ready to start making those  
all-important connections!**

Connecting with people on LinkedIn

LinkedIn will suggest people that you know – it's often pretty good at working it out to begin with, so connect with anyone you see that you do actually know. You can also search for people by name, job title, company or industry.

It's a good idea when you connect with someone to send a quick message with the invite. This just adds a personal touch, and whilst you're getting started only takes a few moments.

Have a look at who is viewing your profile – it may be that they are looking for a service or product that you can provide!

**Thank you for using our guide!**

**BUY-FROM**  
CREATIVE AGENCY

[www.buy-from.com](http://www.buy-from.com)  
@buy-from