

Maintaining a good LinkedIn profile

LinkedIn has become an essential tool in creating and maintaining business relationships.

Your profile is a form of marketing, and a **significant marketing tool for your business**. Anyone can look at it and you should be mindful of making your profile look as professional as possible.

LinkedIn enables you to **connect with people** you have met at seminars, networking events or business appointments and it is increasingly important to maintain a good profile.

Here are the 5 basic steps for setting up your LinkedIn profile:

- **Photo** – Make sure you have a professional, smart looking, headshot photo of yourself. Make sure the photo represents you accurately (less than 3 years old).
- **The Summary** – this should be a succinct description of your current role.
- **Your specialities** – these are short terms that describe the market you operate in and your areas of expertise.
- **Groups** – Join some groups that are relevant to your expertise. Groups are a great place to start discussions with those you are not yet connected with. This lets you showcase your expertise in a certain field to a group of complete strangers.
- **Recommendations** – These are possibly the most important element on your profile; providing the credibility you need to ratify all the other information. You can ask for recommendations from senior colleagues, clients you have long standing relationships with and friends.

So, if you are not already there, head over to **LinkedIn.com** now and get connecting!

These are only the first steps, if you want to maximise your presence on LinkedIn, please call Chartered Developments or email **info@chartdev.co.uk**

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