

What should I start with on LinkedIn?

The secret is out...companies “google” applicants.

The question is where are they looking and what are they looking for? Here are TinyHR's top tips for optimizing your LinkedIn profile, as well as a few useful sources to help you get started on your revamp.

This is the place for a professional photo.

Sure, this is a “social media platform.” However, LinkedIn is used daily by professionals. So the Instagram or Facebook profile photo you are currently using with your kids or your dog isn't going to cut it. This photo is your first visual impression – so make it count. Have a spouse or friend snap some photos of you! Not sure what to wear? Start with what you would wear to an interview or around the office.

Create a catchy Headline.

Right now, you might be using your job title as your headline. It would help if you had a headline that draws connections, potential hiring managers, and recruiters in. You are SO MUCH MORE than your job title. Think about what you do and the skills you have to offer. What makes it catchy is by establishing your credibility while also using possible keywords that might be searched.

Add a little bit of spice!

A vast majority of people on LinkedIn still have not personalized their banner photos. One way to make yourself stand out and add personality to your profile is to customize it with a banner photo. Remember this is about your personal brand. So maybe there is another photo of you that speaks to your interests. Or that travel photo from your last holiday. Think professional but personal.

From hiring to firing;
and all the TinyHR details in between.



Check out LinkedIn for information at the source.

Lastly, LinkedIn is full of wonderful tips on how to improve your profile. For a great summary, read this article:

[LinkedIn Profile article.](#)