



S T U D I O
brand

A DESIGN + DIGITAL AGENCY

LINKEDIN
BEST PRACTICES

CRAFT AN ENGAGING SUMMARY

Add a grabbing headline that delivers a tailored identity with personality (Include up to three key skills)

EX: KAREE LAING

(Summary: Start with broad scope of who you are and what you do, followed by narrowing down your skills.)

1. Founder of Studio Brand Collective
2. 15 years of experience
3. Specialties include media relations, inbound marketing, brand development
4. Also an expert in strategic planning, business development, etc.
5. Awards
6. Any useful knowledge/milestones related to career achievements

KEYWORD USAGE

Use common keywords from your industry in the summary. Many of these should be listed in your skills section. Use your main 1-2 keywords three times within the summary. If you're lead/founder/manager/etc., utilize your title three times within your profile.

STRENGTHEN YOUR PROFILE

1. Utilize a customizable URL. Ex: my.linkedin.com/in/janedoe
2. Ensure your page is consistently updated with company/professional headshots. Keep photos recent (update annually if possible).
3. Use LinkedIn badges in your company signature.
4. Have a coworker proofread your profile. You can easily overlook grammar and spelling mistakes, and this can hurt the credibility of yourself and your company.
5. Get involved in local industry groups. Simply by joining, you are able to send residual traffic back to your profile and back to your company.
6. Routinely share company LinkedIn posts to send traffic to your company's business page. Share company achievements, such as media mentions and awards.
7. Have your company's website link available in your profile. This helps improve the company's organic traffic and search ranking as well as visibility.

DO'S AND DON'TS

DO

1. Share articles featuring your company, recent projects, and awards.
2. Join groups on LinkedIn relevant to your industry.
3. Connect with colleagues and "endorse" them when applicable.
4. Update your profile quarterly.

DON'T

1. Share BuzzFeed quizzes about which Harry Potter character you are.
2. Publicly solicit endorsements or recommendations.
3. Use poor quality or unprofessional photos for your profile picture or background image.
4. Share proprietary content or internal company communications.

VISUALS

An important part of having a professional LinkedIn profile photo and background image is ensuring they are the correct size. Images that are too small or too blurry are simply unprofessional. LinkedIn recommends the following dimensions for your profile visuals.

- **Profile Photo:** 400x400px
- **Background Image:** 1584x396px