

Ten tips to a more *professional* LinkedIn profile.

Regardless of whether you are in business or new to the working world, LinkedIn is a good networking tool to help you achieve your professional goals.

A hunting ground for headhunters, HR managers and new businesses looking for partners or opportunities, it will do you good to have a professional LinkedIn profile set up.

A Detailed Profile is a Strong Profile

Add a profile headline and summary to make an impression and give yourself a professional identity.

Temporarily Turn Off Activity Broadcast

Turning off your activity broadcast silently updates your LinkedIn profile without letting the world know.

Proofread Your Entire Profile

Put yourself in the eyes of the reader and see if you understand what your profile is about. Have someone screen through your profile to point out any errors you may have missed.

Do Not Lie About Anything

Lying is not tolerated in the professional world, especially when you can easily get caught. Appearing untrustworthy is never good for business.

Customize Your Profile URL

Make it easier for people to find you by having a customized profile URL.

Have the Right Profile Picture

If you wouldn't have an Instagram-style photo or a picture of your cat doing something fitted on your resume, don't put that as your profile photo on your LinkedIn account either.

Use LinkedIn Badges on Your Website

Use the badges on your blog, website or other forums that you frequently use to automatically direct readers to your LinkedIn profile.

Be Active in LinkedIn Groups

Groups on LinkedIn is a place for members to share and participate in a professional setting in a specific industry or area of interests. There are plenty of groups for job seekers your university alumni, specific professions and a variety of associations from all over the world. Being actively involved in these groups could lead you to make new connections and maybe land a new job.

Personalize LinkedIn Email Requests

The way you invite to connect on LinkedIn says a lot about you as a person and/or a LinkedIn user. Take the time to write a custom LinkedIn connection message.

Use LinkedIn Applications

Use the LinkedIn applications to enhance your profile in different ways. For instance if your profession is a full-time blogger, than you might want to add the WordPress app to your profile. If you make or edit great videos and want to show it off on your profile, embed those videos in your profile.

Bonus tips—

Add LinkedIn to Your Work Email Signature

Indirectly increase the exposure to your LinkedIn profile, helping you to make connections, even when you aren't actively doing so.

Connect LinkedIn With Twitter

Expose yourself to an even broader audience by connecting the two social networking sites.