

# 6 ways to a great LinkedIn profile

11m people joined LinkedIn in the UK in the last year alone. 2 people join it every second so by the time you finish reading this, there could be another 1200 people itching to learn all about you. You could be visible (in a good way!) to all the right people to help your career.

If you need more help with any of the things below, use the 'Help' function on LinkedIn or call their customer services people (they're very good). Or if you need more general help in deciding what to put and what to adjust, the nice people at Hutton&co are on hand via [www.huttonand.co](http://www.huttonand.co)

 <b>Keep confidential</b>	<ul style="list-style-type: none"><li>• If you are happily employed, while changing your profile, switch off activity broadcasts under 'Settings' so your current employer won't be alerted to the changes</li><li>• Use the anonymous setting so that employers will not know you've looked at their profile</li></ul>	 <b>Get the picture right</b>	<ul style="list-style-type: none"><li>• Don't use a holiday photo</li><li>• Look professional in your own context</li><li>• Doesn't have to be formal</li><li>• A real smile works wonders</li><li>• Make sure it's mostly your head and shoulders, not a distance shot</li><li>• Check your face isn't in too much shadow</li></ul>	 <b>Be findable</b>	<ul style="list-style-type: none"><li>• Key words are crucial. Think: what words would someone tap into Google to find my talents? Then use those as often as possible</li><li>• Use your current job title also to highlight key words and work them into other sections like 'Skills'. If no-one has endorsed you for a skill, you can add it yourself and LI will then suggest it to people</li></ul>
 <b>Be rounded</b>	<ul style="list-style-type: none"><li>• Include a Summary, giving some depth to what you do, the value you can add to an employer and the passions you have professionally.</li><li>• Include other passions under Interests NOT in the Summary.</li><li>• Don't forget your awards, honours, any qualifications (but not your swimming certificates) unless you're Michael Phelps</li></ul>	 <b>Keep it simple</b>	<ul style="list-style-type: none"><li>• Add enough content to describe your achievements in your recent two roles, but don't give lengthy job descriptions. Include key words (see above) and DON'T just paste in your CV. Keep it brief.</li><li>• Old jobs can even be left off or reduced to a single line with employer and title (use the titles to increase keywords)</li></ul>	 <b>Get Recommended</b>	<ul style="list-style-type: none"><li>• You'll notice some people have Recommendations listed below jobs. There are a max of 2 per job showing at any time. Getting some for your most recent job is really good. Maybe ask a client or a colleague.</li><li>• Don't ask for loads in one go - it will ring an alarm bell to your employer if they are watching.</li></ul>

**And finally ...** don't worry about taking the Enhanced profile option i.e. paying money, unless you're really really keen to move quickly or are desperate to be found and you've got someone on hand to help you make the most of the options it provides as it could be a wasted purchase.