

# LinkedIn Best Practices

## During and After Physical Distancing

### ***Great time to update your LinkedIn profile!***

- Update or include a background JPEG in your headline box at the top of your profile.
- About Section is the summary about you - your credibility, accomplishments and more. Share that you climbed Mt. Everest, 2<sup>nd</sup> Degree Black Belt in Kung-Fu. Include philanthropic focus and keywords, areas of expertise, etc.
- Does your headline define you? Check out my profile for ideas.
- Keywords aligned with your expertise and business. People find you on LinkedIn and your profile on the internet through keywords aligned with your business expertise and related skills and experience. The more you repeat the words aligned with you, the more you will come up in searches.
- Add skills to your profile - maybe you need to change, update and add. You can add 50 skills.
- Some of you will have a new “Featured Section”. You can click on a post or article of yours and include it in this section and more.
- Client or Peers and other recommendations: Do you have recommendations on your profile? Now is a good time to ask!
- Volunteer work, awards, languages, education, certifications – anything missing? Go to the Add Profile section and start adding!
- Attach press releases, firm collateral, links to your website, etc.

### ***Connect with fellow Entrepreneurs, CEO’s, Financial Executives, HR Executives, Business Leaders and Trusted Advisors. Expand your professional network to help others and in transition!***

- 2nd Degree Connections are the pathway to fellow peers in your role and other executives and trusted advisors you should know. One or more of your 1st degree connections are the pathway to those executives. If a CXO is a 2nd Degree to you, leverage the warmest 1st degree connections to request an introduction.
- Execute 2nd Degree searches on LinkedIn. Click in the search window and then click on the magnifying glass icon on the right of the search window and click on ALL Filters, happy hunting!
- Search for Companies and then search for 2nd degree decision makers. Type in a company name of interest in the search window and once on their company page, click on *See all X,XXX employees* in blue in the upper right and click all filters to find the executives you want to know.
- Leverage these searches to help others and yourself if you are in transition to connect to the hiring executives at companies of interest.



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## ***Thought Leadership***

Great time to post about how your business is “open for business” during COVID-19 – something you can share as a best practice others should know about today.

- Go to your home page and start a post. You can also write an article, which has no limitations on character count, and can format an article the way you want. Remember, the @ sign is how you can “TAG” a person or company within that post. Just type the @ sign and slowly type in the person’s name or company and click on that name to attach to your post. Hashtags are also another way LinkedIn members can find your post: #TheNCGFactor, #Sanitizer, #Masks, #SocialDistancing, #openforbusiness
- If you do not have your own content, like, share and comment on other articles and posts.
- Search for topics and other posts/articles. Click in the search window and content will appear to click and find what you want to like or share.

## ***Research***

- If you are in transition or attending networking meetings, are you preparing for them? Use LinkedIn to research anyone you are meeting with. If they are 2nd Degree to you, ask those shared connections how and what they can share with you about the person you share. Identify interesting facts on their profile that you may want to bring up in a meeting (so, tell me more about P90X or Planes, Trains and Automobiles).
- Research company profile pages to learn more about the companies you are meeting with.
- Find business partners and trusted advisers and use the same process to conduct a 2nd degree search.

## ***Update your Privacy and Other Settings/Export Your Network***

- Click on the upside-down triangle on the toolbar by “Me” and click on Settings & Privacy.
- Review ALL settings. Maybe update your password, add multi-factor authentication, check privacy setting options. Look at all of them.
- Export your connections into an Excel CSV file. Go to the Privacy Settings and click on “Get a copy of your data”.

## ***Search your Network***

- If you have a large network, search for all the CXOs, Trusted Advisors, etc. you know in a city or industry. Click on “My Network”, then click on your connections on the upper left and filter away!

## ***Kaplan Financial Education (for professionals in need of CPE)***

- If you or your company have a Kaplan Education membership, ask your representative or internal company contact how to access my CPE – 35-minute video about LinkedIn for additional insights. Here is brief snippet: <https://www.linkedin.com/feed/update/urn:li:activity:6608794680916275200/>.

## **ADDITIONAL RECOMMENDATIONS**

- Capitalize your first and last name: Optional but helps to highlight your profile when you are found in a search with others that have similar expertise.
- Follow companies and people, your profile will be found by others searching for those companies and people.
- Publish posts and attach articles of interest.
- Include title variations in your profile (CHRO = Chief Human Resources Officer)
- Include additional industries: You can only include one industry within your headline box. List out additional industries where you have expertise.
- Keywords: Include keywords that relate to you or your firm’s expertise throughout your profile that others would use to find someone with your experience.
- Slide the “Notify your network” to NO (found in Settings & Privacy). Make all changes except for your last change. Slide to YES and then make the last change/update to your profile.