

20 HACKS FOR USING LINKEDIN FOR NETWORKING



LinkedIn Banner

Create a **LinkedIn Banner** with a compelling **call to action**.

01



Featured

Highlight your **key achievements** and **content** in this section.

06



Profile Photo

Select a **professional** picture, preferably a **shoulder-up shot** against a **blank wall**.

02



About Me

Craft a **comprehensive overview** detailing your journey, offerings, and interests.

07



Headline

Highlight your **expertise/specialization** with relevant phrases or keywords.

03



Experience

Utilize this section to outline **past** and **current** roles using action-oriented language.

08



Pronouns

Customize it to your preference; for example, "**Networking Champion**" instead of "**He**."

04



Education

Keep your Education section **up to date**, including any awards or activities.

09



Creator Mode

Activate it. You can select **topics** to show **potential followers** what you talk about.

05



Licenses

Ensure it's **current**, and consider adding **courses** completed on LinkedIn or elsewhere.

10



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Volunteering

Showcase your involvement to demonstrate **community engagement**.

11



Honors & Awards

Add any of your Honors & Awards received to highlight your **achievements**.

16



Skills

Maxed out to **50**. They can endorse you here and the more folks endorse you, the better.

12



Languages

Specify any additional languages you're **proficient** in.

17



Recommendations

Gather recommendations from colleagues/clients to add **credibility** to your profile.

13



Organizations

Add professional organizations to demonstrate **industry involvement**.

18



Publication

Include any **publications, articles, or books** you've authored under the Publications section.

14



Business Page

Create a **Business Page**, especially if you're an entrepreneur, and **optimize** it for lead generation.

19



Courses

List relevant courses completed, whether through **education** or **independent study**.

15



Groups

Join groups. When you click to the **members**, you can **message** those individuals even if you're not yet connected.

20

