

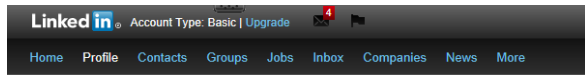
LinkedIn®: Tips for Building a Powerful Profile

A concise visual description to help you get started on LinkedIn with a powerful and targeted profile and keywords you need to be found.

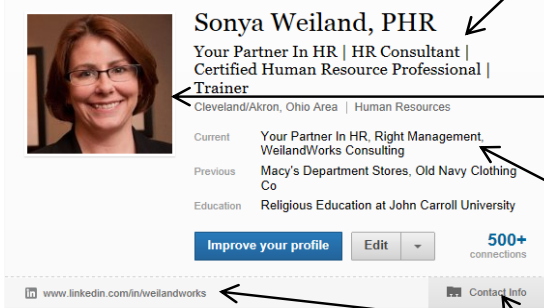
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LinkedIn®: Tips for Building a Powerful Profile

Use this document to help you get started on LinkedIn with a powerful and targeted profile and the keywords you need to be found. The Top 5 Key Items for starting a great profile:



1. Your Headline is your most visible branding statement. Use it to highlight your skills, title, experience and credibility. [Insert pipe (|) symbol with Shift + Backslash]

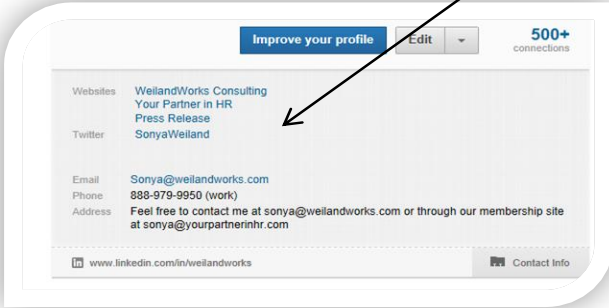
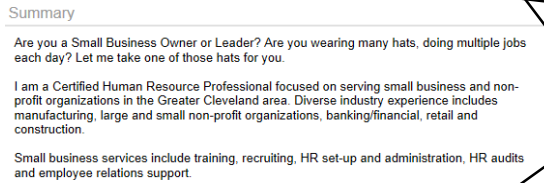


2. A Professional Photo personalizes your profile and makes it easier for people to locate you; best shots are from the shoulders up.

3. The Current Position is an important keyword area. While some job seekers leave it blank, use it strategically to reinforce your brand and expertise.

4. Customize URL with your name or business name.

5. Provide great contact information including websites, email and phone.



Contact Information; Expanded View:

- Customize your websites and include Twitter
- Complete all types of contact especially your email address

Sonya Weiland, President of WeilandWorks Consulting, has focused her career on building positive team environments and is a recognized strategic partner in HR to many organizations in the Cleveland Area. Sonya also leads local career seminars and contributes to business development groups.

Sonya is a Professional in Human Resources (PHR) through the [Human Resource Certification Institute](#) and an active member of [The Society for Human Resource Management](#) and Cleveland Coach Federation. Sonya founded [YourPartnerInHR.com](#) and has contributed to articles in [The Cleveland Plain Dealer](#) and various HR Publications.