

## Overall

LinkedIn is a powerful place to create a strong professional presence for yourself. Remember that people probably won't read your entire profile word for word. They'll scan your profile, so your goal is to create an overall impression that represents you well professionally.

### **Best Practices**

- ★ Build the profile to be quickly scanned – use job titles strategically and use bullets to organize information for quick scanning.
- ★ Consider your objectives for using LinkedIn and create strategic content that matches your purpose for using LinkedIn.
- ★ Avoid industry or company jargon or acronyms that won't be understood by people viewing your profile.
- ★ Re-order the sections on your profile to put your strongest sections towards the top. For example if you have strong skills with many endorsements, move that section to the top.
- ★ Be sure that everything in your profile is accurate – it is public and anyone can see it.
- ★ PROOFREAD (or have someone else proofread) to check for errors!!!

## Photo

Your photo is arguable the most important part of your LinkedIn profile. It showcases who you are and draws people in. Studies show that people judge you more on your photo than any of the content in your LinkedIn profile.

### **Best Practices**

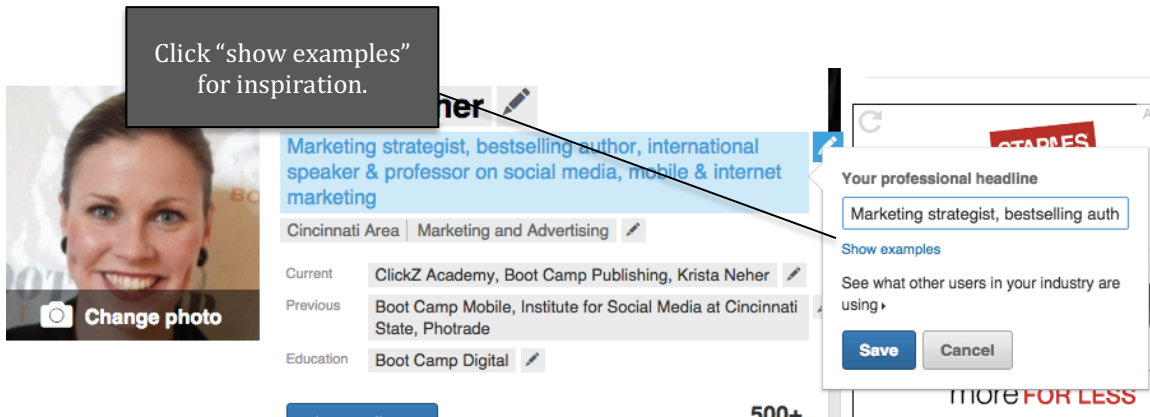
- ★ The photo should look like you
- ★ Clear view of face (face should take up 60% of the frame)
- ★ Smiling and approachable
- ★ Showcase personality
- ★ Professional dress and look (wear what you would wear to work)
- ★ Non-distracting background

## Headline

Your headline is a summary of who you are and what you are about. When you participate on LinkedIn your headline and your photo are the most prominent aspects of your profile.

If you don't complete your headline it will default to your most recent or current position. Use your headline to highlight your most prominent skills, experience or accomplishments. Think of this as setting the stage for who you are and what you are all about.

If you are looking for inspiration for your headline, click on the edit button and then "Show Examples" to see sample headlines from other people in your industry.



## Best Practices

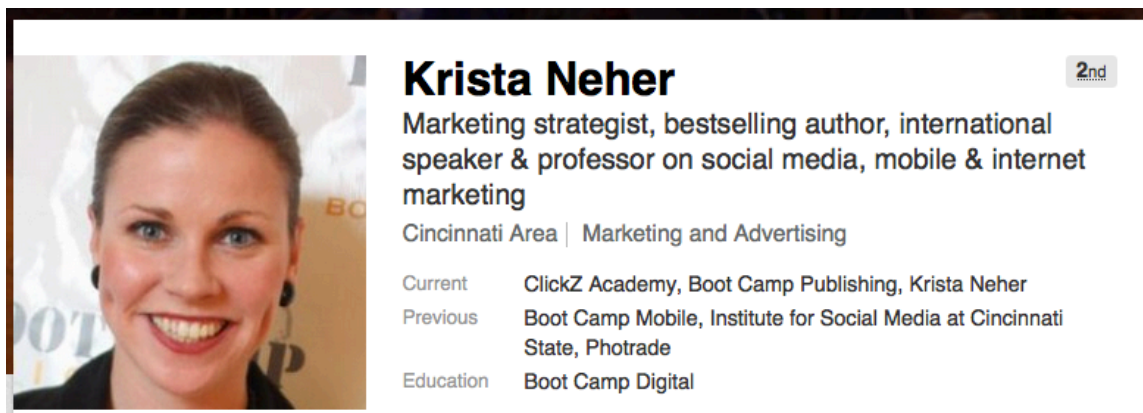
- ★ Highlight your most relevant skills and accomplishments
- ★ Keep it short – don't worry about using full sentences
- ★ Display multiple titles or accomplishments
- ★ Describe what you do in short sound bites
- ★ Consider adding descriptive action verbs to show you are dynamic and forward looking "motivated software developer", "passionate marketing professional" or "innovative sales leader"
- ★ Think about keywords that people may search for that you want to be associated with and use them in your headline. For example if I want to be found for "social media marketing" I'll need to include "social media marketing in my headline."

## Additional Header Information

The additional header information is pulled directly from your LinkedIn profile. You can edit it by editing your LinkedIn profile.

## Header Examples

See the examples below for best practices in creating a compelling header for yourself. Remember – this is displayed at the top of your LinkedIn profile so it sets the stage for how people view you.





**Lisa Buyer** 3rd • PREMIUM  
 Author of Social PR Secrets - Social PR Speaker, Educator, Publicist, Journalist, Specialist  
 Orlando, Florida Area | Public Relations and Communications

Current The Buyer Group - interactive public relations + branding, University of Florida, Search Engine Watch  
 Previous University of San Francisco, South Florida Interactive Marketing Association, The Moxie Group  
 Education University of Florida

Send Lisa InMail

500+ connections



**Jennifer McClure** 2nd • PREMIUM  
 Keynote Speaker ♦ Executive Coach ♦ Chief Excitement Officer #DisruptHR ♦  
 Extroverted Introvert ♦ @JenniferMcClure  
 Cincinnati Area | Professional Training & Coaching

Current Unbridled Talent, LLC, DisruptHR  
 Previous Centennial, Inc., The United States Playing Card Company, ADVICS Manufacturing Ohio (formerly SEI Brakes, Inc.)  
 Education University of Cincinnati Executive Education Program

Connect Send Jennifer InMail

500+ connections

## **Contact Information**

Your contact information is visible to all of your connections. Consider carefully how much information you want to share based on who you will add to your network. For example, if you have a smaller network of people you know and trust you may want to share all of your contact information. If you have a larger network you may not want to share your phone number or other contact information.

*NOTE: More and more LinkedIn is a source of spam and lead generation. People connect to people they don't know on LinkedIn and pull their email to use in email marketing, or use their phone number to initiate telephone marketing.*

Carefully consider how much information you want to share.

Visible to your connections

Email  Phone

IM  Address

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Visible to everyone on LinkedIn

Twitter

WeChat

Websites

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<https://www.linkedin.com/in/kristaneher> Contact Info


## Posts

LinkedIn has a publishing platform called LinkedIn Publisher where LinkedIn users can write posts to share on LinkedIn. This is essentially a place for you to share thought leadership and ideas on LinkedIn, similar to a blog.


If you don't write any posts for LinkedIn this section won't be displayed on your LinkedIn profile. If you share posts this will display your most recent posts directly below your header information.

**Posts**


Published by Krista See more ▶



**2016 Digital Marketing Workshops - Social Media...**  
January 14, 2016



**The 6 Things You Need To Start Your Social Media...**  
October 4, 2014



**Celebrity Nude Photos And Your Digital Footprint**  
September 26, 2014

# **Summary**

Your summary provides an overview of your background, skills, experience and aspirations. It should be descriptive and strategic. Consider this your “elevator pitch” – it should quickly represent you and provide an overview of your profile.

Consider your personal reasons for using LinkedIn and use the summary section strategically. For example, if you are using LinkedIn for sales, showcase your depth of industry knowledge and desire to help companies find solutions. If you are using LinkedIn for job search focus on unique skills and experience.

## **Best Practices**

- ★ Write in first person to create an approachable summary. (if you are a public figure you may also include a third person summary)
- ★ Use bullets to break up your summary
- ★ Include information (as appropriate) about:
  - Career status
  - Motivation
  - Skills
  - Personality
  - Experience
  - Career objectives
  - Qualifications
  - Accomplishments
  - Awards
  - Background
- ★ Highlight the most impressive parts of your profile – awards, accomplishments, expertise, etc.
- ★ Use positive and forward-looking language
- ★ Consider using words that people search for – for example, if you want to be found when someone searches for “Social Media Speaker” use that phrase in your summary.
- ★ Include multi-media by adding images, presentations or videos as appropriate to make your summary really stand out.
  - Resume
  - Images to highlight experience
  - Presentations
  - Videos
- ★ The format of: Text, Bullets, Text is a strong way to present your information.

## Background



### Summary

I am an award winning marketer, bestselling social media author, international social media and digital marketing speaker, digital marketing trainer & CEO. I'm passionate about helping companies succeed by strategically using social media and digital marketing and work with companies around the world to improve their digital marketing capabilities.

- \* 15+ years of marketing experience

- \* 10 years of digital marketing experience

- \* Global focus - international speaker

- \* Work with leading companies including: Google, P&G, General Mills, The United States Senate, NASA, Prudential, Remax, GE and more

- \* Trained hundreds of thousands of marketers

- \* Author of 4 books: Visual Social Marketing for Dummies, Social Media Marketing: A Strategic Approach (textbook), Social Media Field Guide, Visual Social Media Marketing

- \* CEO of Boot Camp Digital

- \* Social media marketing pioneer

- \* Social media expert featured in the media including: Wall Street Journal, New York Times, CNN, Associated Press, Wired Magazine and more

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Krista Neher is a seasoned marketing professional who helps companies around the world to increase their digital marketing capabilities. She is the CEO of Boot Camp Digital, bestselling author of 4 books and an international speaker. Krista is a social media pioneer, having run one of the first successful corporate Twitter accounts – before social media was even a recognized phrase. Krista has over 15 years of branding and marketing experience, working with companies like Procter & Gamble, GE, Macy's, Google and the United States Senate and has been featured as an expert in the New York Times, CNN, Wall Street Journal, NBC, CBS, Mashable and the Associated Press. Krista is passionate about social media and digital marketing and created one of the first accredited social media certification programs in the world.



## Background



### Summary

High energy and passionate about helping businesses succeed!  
Social media is a culture not an event!

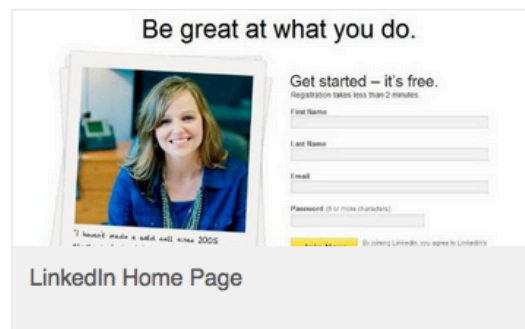
Digital strategy, training, and consulting since 2005. Love creating a social business.

Change Agent with 15 years of experience in sales and sales leadership positions in Information Technology, B2B and Customer-focused areas.

Holistic approach to digital-marrying internal and external digital initiatives by aligning teams to overall business strategy.

- Strong leadership, presentation and communication skills
- Fortune 500 experience in sales, training, channel partnerships, prospecting and recruiting
- Ability to intimately understand customers challenges and quickly establish rapport with consultants and clients

Specialties: digital strategy, digital training, digital coaching, social media speaker, business development using social media, social media for recruiting, social business, inbound marketing, SEO, organizational improvement and strategic thinking.



## Experience

The experience section is your opportunity to share your professional experience with your network. This should include information about all of your previous positions and is ordered chronologically. Recommendations are also displayed with experience.

NOTE: This isn't called work experience – you can define experience in a broader way than just work experience. For example, many people include volunteer experience that is significant or any additional professional experience like participating on a Board of Directors or other relevant business activity.

### Best Practices:

- ★ Include all relevant work experience.
- ★ Keep each job description short

- ★ Use verbs and action words.
  - ★ Be creative (but honest) with job titles to be as descriptive as possible.
  - ★ Include details about work experience – highlight key areas that you want to draw attention to including key results, clients, achievements, awards, etc.
  - ★ Format with a few opening sentences followed by bullet points or a summary.
  - ★ Keep the information for each job description well organized.
  - ★ Use bullet points and headers to highlight key information.
  - ★ Remember that this section is often scanned and not read verbatim – make it easy for readers to catch the highlights.
  - ★ Add multimedia (video, images, pdf, slideshare) to demonstrate the impact of your work and add a visual element to your description.
  - ★ Reorder experience as needed to showcase your most relevant experience at the top.
- 

## **Business Development & Talent Strategist**

Centennial, Inc.

March 2010 – January 2014 (3 years 11 months) | Cincinnati, OH



\* Build relationships and secure opportunities to partner with decision-makers to identify and recruit "A" players to their organizations.

\* As a satisfied former client, share information about and refer opportunities related to Centennial, Inc.'s Career Coaching services.

\* Provide Talent Strategy consulting services to Centennial, Inc. clients in the areas of attracting, recruiting, developing & engaging key talent.

▼ 1 recommendation



**Mark Miller**

Owner, US Digital Partners

I've known Jennifer for over 5 years. Jennifer was way ahead of the curve in using social media as a networking and recruiting tool to reach HR professionals and prospective employees. She almost single-handedly brought recruiting into the social... [View ↓](#)

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## Experience

### Digital Strategist

Kendra Ramirez | Digital Strategy, Digital Coach and Digital Trainer

January 2005 – Present (11 years 1 month) | Cincinnati Area

We are your go to partner for B2B digital marketing with data driven results for financial services, manufacturing and technology businesses.

**WHAT WE DO:** We help businesses and individuals utilize digital (web and social media) to build relationships, brand themselves, generate sales leads, increase revenue and help you believe that you can do it. We bring cadence to your digital efforts.

**WHO I SERVE:** Since 2005, I've either directly or indirectly mentored thousands of people through my online trainings, live events, speaking, coaching and content marketing.

**HOW WE DO IT:** Whether it's an on-site, live training, audit of your digital marketing efforts, online training via webinars or working side by side through your digital strategy, We love infusing others with my passion for the power of digital in the business, recruiting and marketing space.

**WHO WE WORK WITH:** 75% of the businesses we work with are B2B companies ranging from 25 employees to Fortune 500.

**MY STYLE:** I'm all about positive energy, passion and purpose – along with helping you discover the digital platforms, strategies and tactics that are most effective with your target audience online.

### VP Marketing

Photrade

June 2007 – December 2008 (1 year 7 months)

- Provided strategic leadership across the business – presented to investors, board of directors and was key partner to CEO in setting business direction, product development, strategy and fundraising.
- Built marketing plans with emphasis on online and social media – led work on equity, branding, logo design, corporate identity, competitive analysis, market research, market size, positioning, pr and marketing plans.
- Led marketing of private and public beta launches – acquired 500+ users in first month of private beta launch with \$0 marketing budget and 15k+ users in first month after public launch; below budget and ahead of plan.
- Built and Managed marketing team including Marketing Specialists and Customer Service.
- Managed online and social media efforts – exceeded objectives in shorter time and with fewer resources vs. plan.
- Created business development opportunities with key industry leaders and influencers

▼ 1 recommendation



**Andrew Paradise**

CEO & Founder of Skillz

Krista has the rare blend of talent, skills and dedication that you almost never meet in your career. After working with her, I believe she is capable of achieving any goal she sets her mind to. Her passion for marketing Photrade was one of the... [View ↓](#)

# **Skills & Endorsements**

You can add skills to your profile – these are typically business related skills that you possess, or areas that you specialize in.

Once you add skills to your profile people will be encouraged to endorse you for a skill. An endorsement means that the person endorsing you thinks that you have the specific skill.

Endorsements don't necessarily mean that you are skilled at something but they create a high-level impression that you have the skills that you have the most endorsements for.

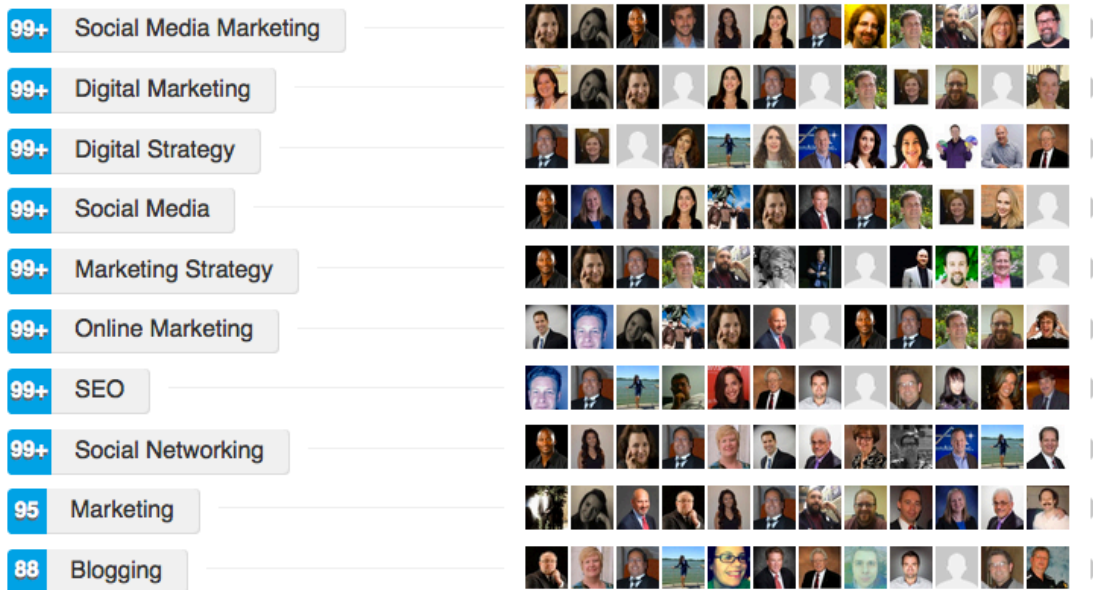
## **Best Practices**

- ★ Add as many skills as possible.
- ★ Include skills that are both technical specialties (e.g. marketing, sales, business development, etc.) and industry specialties (e.g. insurance, benefits, manufacturing, etc.).
- ★ Add skills that people are likely to endorse you for. Once you add a skill your contacts will be asked to endorse you for it. If it isn't a skill that people generally think you have it is unlikely that anyone will endorse you.
- ★ Avoid industry jargon or acronyms in your skills. For example consider Search Engine Optimization instead of SEO if you want people outside of your industry to understand your skills. You can also add both the long form and the acronym for a skill.
- ★ Give endorsements – this will encourage other people to endorse you back.



## Skills

### Top Skills

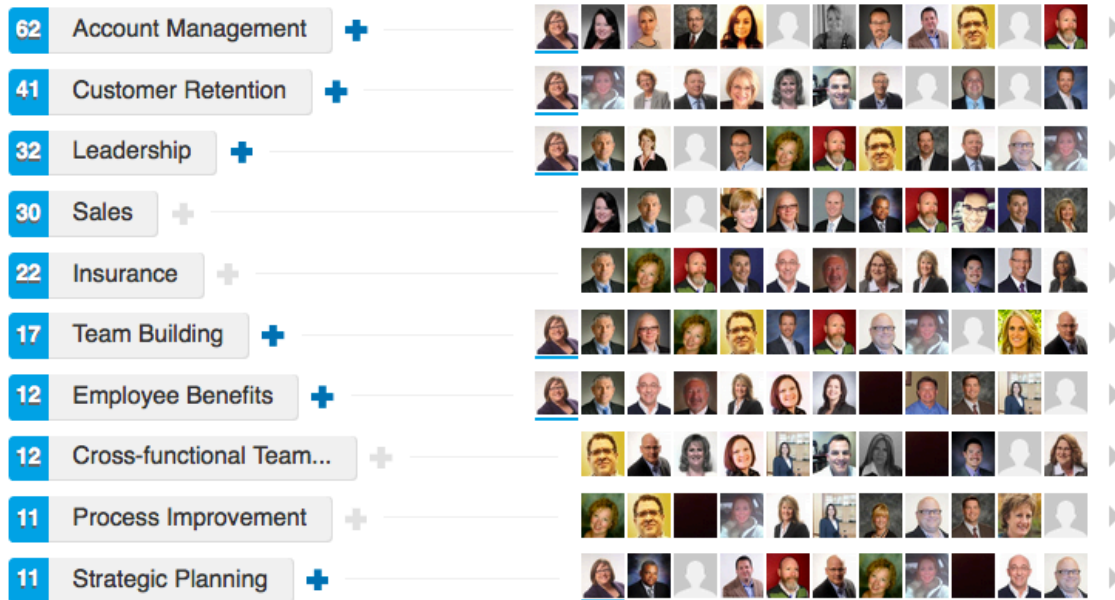


### Krista also knows about...

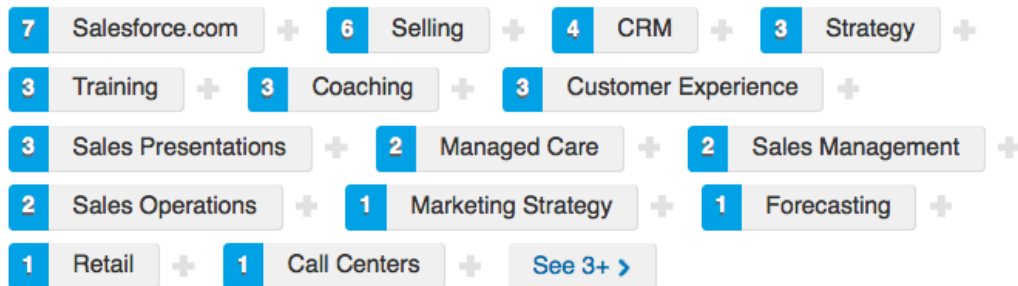


## Skills

### Top Skills



### Chad also knows about...



## Recommendations

Other LinkedIn users can give you recommendations for your work experience. Recommendations are given for a specific "Experience" listing – if you don't have your experience areas complete people may not be able to recommend you.

### Best Practices

- ★ Aim to have at least 5 recommendations on your profile and at least 2 recommendations for your current primary occupation.

- ★ Request recommendations from coworkers, clients, superiors, etc. When requesting a recommendation make it easy for the person: Give them an idea of what you'd like them to highlight in the recommendation.
- ★ When you receive a "thank-you" email or compliment professionally, request that the person share it as a recommendation on LinkedIn.
- ★ Give recommendations to others – write 5 recommendations for people you respect professionally and aim to write one a month.

## **Publications**

Add any publications to this section. This may include: books, articles, blog posts, journals or anything else that you have authored or published.

### **Best Practices**

- ★ Include any publications regardless of how small they may seem.
- ★ Include details in the description about the publication and a link if the publication is online.
- ★ This section doesn't allow for images.

### **Social Media Marketing: A Strategic Approach →**

South-Western Cengage Learning

February 3, 2012

Social Media Marketing A Strategic Approach is one of the first textbooks written on social media marketing. It covers how to build a social media strategy as well as how to use social media tools for business marketing.

## **Education**

Education should include details about your post-secondary education. There are separate sections for courses and certifications, which may be used to highlight additional qualifications as appropriate.

### **Best Practices**

- ★ Add all post-secondary education (for business professionals).
- ★ Include as much detail as possible highlighting activities and a description of your education.
- ★ You may also upload multi-media to this section including documents, links, photos, videos and presentations.

**School \***  
 Wilfrid Laurier University [Change School](#)

**Dates Attended**  
 1999 — 2002 Or expected graduation year

**Degree**  
 Other

BBA

**Field of Study**  
 Business

**Grade**

**Activities and Societies**  
 Graduated with Honours. Activities included: Study Abroad in France, Student Government, Elected to Student Publications Board of Directors, Graduation Committee, Debate Team, Marketing Club, Elected to Student Senate.

Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

**Description**

[See examples](#)

**Save** **Cancel** [Remove this school](#)

**Add Media:** Document Photo Link Video Presentation

## Courses

Courses include any courses that you have completed – this can include any workplace training that you participate in. This section doesn't allow for much detail.

### **Best Practice**

- ★ Add any courses you completed – be creative and include corporate training, outside training or anything else.
- ★ Students may use this section to highlight individual courses completed as a part of a degree or diploma program.



## Courses

### Procter & Gamble

• Dale Carnegie Program

### Procter & Gamble

• Train the Trainer Training Program

Add course

## Projects

Projects can be used to increase the relevant experience and background included in your profile. These may be work projects, side projects, volunteer projects or school projects.

This is a great opportunity to highlight additional experience.

### Best Practices

- ★ If you don't add any projects this section won't be displayed on your profile.
- ★ Add projects that support the professional image you want to create on LinkedIn.
- ★ Projects can be associated with a specific workplace or educational institution.
- ★ Complete all of the fields in the projects section (shown below).

## Projects

+ Add project



### Name \*

Corporate Business Social Media Training

### Occupation

CEO, Social Media Trainer, Social Media Educator at Boot Camp Digital

### Date Range

Switch to single date

February 2009 – Present

Project Ongoing

### Project URL

http://bootcampdigital.com/training/corporate-training/

### Team Member(s) \*



Krista Neher

+ Add team member

Drag to reorder contributors.

### Description

Through Boot Camp Digital Krista has created a wide variety of corporate business training programs covering social media marketing, internet marketing, digital marketing and interactive marketing.

Training programs vary in length from a multi-day Boot Camp to a continuing education webinar series.

Save

Cancel

Remove this project

## Honors and Awards

This is a great opportunity to set yourself apart from other people on LinkedIn. Include information about any professional (or personal) honors and awards. This can include internal awards that you've received. No award is too small to mention in this section.



## Honors & Awards

### Top 40 Digital Strategist in Marketing

Online Marketing Institute

January 2014









### Additional Honors & Awards

Golden Pen Award of Excellence - International Association of Business Communicators

Volunteer of the Year - Abilities of Florida

## Other Information

As appropriate you may wish to add additional information to your LinkedIn profile.

 <p><b>Volunteering Experience</b> 1 in 5 managers hired someone because of their volunteer experiences.</p> <p>Add volunteering experience</p>	 <p><b>Volunteering Opportunities</b> Non-profit organizations could be looking for someone like you.</p> <p>Add volunteering opportunities</p>
 <p><b>Organizations</b> Add more color to your professional identity to show who you are.</p> <p>Add organizations</p>	 <p><b>Honors &amp; Awards</b> Show the recognition you've earned.</p> <p>Add honors &amp; awards</p>
 <p><b>Test Scores</b> Here's another way to show your accomplishments.</p> <p>Add test scores</p>	 <p><b>Patents</b> Showcase your innovation and expertise.</p> <p>Add patents</p>
 <p><b>Causes you care about</b> Show the causes that matter to you.</p> <p>Add causes</p>	 <p><b>Supported Organizations</b> Add more color to your professional identity to be found for opportunities.</p> <p>Add supported organizations</p>