Create a great LinkedIn profile and build your professional brand
Connect to opportunity
Growing global network

500M Members

>2 New Members per second

93M Monthly unique visitors
Benefits of using LinkedIn

STAY CONNECTED

STAY INFORMED

GET HIRED
Create a great profile
Add a professional photo

More likely to be viewed if have photo
Write an attention-grabbing headline

Explain what it is you do

Show your passion and value
Draft a compelling summary

40 words or more
Include keywords but not buzzwords
Focus on career accomplishments
Detail your past work experience

More likely to be viewed if have more than 1 position listed
Add skills and get endorsements

Include a mix of high level and niche skills
Almost half of all hiring managers say they view them as equivalent to formal work.

Include Volunteer Experiences & Causes

Board Member
A Ban Against Neglect (ABAN)
March 2012 – Present (3 years 2 months) | Economic Empowerment
ABAN works with street girls in Ghana to teach them a trade (sewing), help them make money, and prepare them for a future off the streets. These girls sell products out of local fabrics, and plastic water bags – we sell those products around the US and at aban.org.

Volunteer
Menstrupedia
January 2015 – Present (4 months) | Children
Menstrual health adversely impacts millions of lives. Menstrupedia will enable parents at scale to teach their daughters about this topic in a way that would otherwise be taboo.

Volunteer
Rising International
March 2011 – Present (4 years 2 months) | Civil Rights and Social Action
Giving someone the gift of education and seeing what they can accomplish is one of the most satisfying experiences I’ve ever had.
STAY INFORMED
Build your professional brand
The most relevant professional news and knowledge

- SlideShare
- Groups
- Pulse
- Influencers & Publishing
Tell visual stories with SlideShare

Major SEO ranking impact
Find and join groups
Participate in discussions related to your industry
Discover content relevant to you
Gain insights from top industry leaders

Deepak Chopra MD (official)
Founder, Chopra Foundation
4,022,538 followers

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
3,832,484 followers

James Caan CBE
Serial Entrepreneur and Investor in People with
2,276,566 followers

Arianna Huffington
President and Editor-in-Chief at The Huffington Post Media
5,281,233 followers

Daniel Goleman
Author of The Triple Focus: A New Approach to Education
2,087,804 followers

Guy Kawasaki
Chief evangelist, Canva
1,659,834 followers

Gretchen Rubin
Bestselling writer about habits and happiness
1,511,679 followers

T. Boone Pickens
Founder, Chairman and CEO at BP Capital and TBP
1,300,048 followers

Katya Andresen
CEO at Cricket Media/ePals
1,210,990 followers

Ryan Holmes
CEO at Hootsuite
1,136,556 followers
Sharing updates vs. publishing posts
Helping you grow and engage your network

Updates
Share links, articles, images, quotes or anything else your followers might be interested in

Posts
Deeply explore topics that matter to you, then watch the comments to see your impact
Share content with status updates

Include links to content
Or upload photos
Publishing on LinkedIn

- Becomes part of your profile
- Gets shared with your network
- Reaches the largest group of professionals ever assembled
More engagement with content vs. jobs

7x
Be known for what you know
Strengthen your reputation and grow your reach