

Must-Know LinkedIn Tips for Speakers

- 1** Set up your privacy settings for success. Profile picture and general information about you (bio, position, etc) should be public, your connections list should remain private.
- 2** Use a professionally done profile picture. As honed as your selfie ability may be, nothing beats a photographers understanding of lighting, angles, and body position.
- 3** Use an engaging headline - something that immediately lets the other person know what you do and how you can add value to their team/organization/company.
- 4** Attach media, especially video (reel + video testimonials is ideal). We live in a world where a photo doesn't equal authenticity anymore - but there's no hiding behind a video.
- 5** Recommendations are key. We can sweet-talk ourselves all 'till we're blue in the face, but a third party validation of your skills and talents can be the deciding factor to seal the deal.
- 6** Fill out as much information as possible when it comes to education and experience. Titles and years aren't enough, people want a story.
- 7** Take advantage of LinkedIn's Social Selling Index. These are key performance indicators as to whether or not you're maximizing LinkedIn's algorithms.
- 8** Post regularly, and focus on driving engagement. Less than 1% of LinkedIn users post weekly, so doing so regularly greatly impacts organic reach.
- 9** Take note of **when** you're on LinkedIn - it's algorithms will boost your posts/comments from later in the day (after 4pm or so) all the way into the next day.