

20 ways to get noticed on in 2020

LinkedIn now has over 500 million members, around 40% are active daily. Therefore, it's no surprise why so many of us use it to stay connected and build our own personal brand. Every quarter LinkedIn announce new features. This document highlights what's new and makes recommendations for those already familiar with the basics of LinkedIn.

YOUR PROFILE

1. Get creative with your headline: When you write your headline rather than inserting your job title think about coming up with a sentence that describes what you do. Do you solve problems? Do you increase efficiencies?

2. Upload a cover image: Utilise your cover image. Remember to place all text to the right and check its viewable on different devices.

3. Personalise your URL: When you create your LinkedIn profile, LinkedIn will assign a line of numbers to your URL that will personalise your account. This doesn't look great when sharing your profile with others or on your CV. To change:

- Go to your profile
- Click 'edit public profile & URL'
- Click 'edit' under the 'edit URL' section
- Choose your desired URL
- Save changes.

4. Set reminders: Put reminders in your calendar to update your LinkedIn profile with your latest skills and experience, as well as taking time to test out new LinkedIn features.

5. Send the right signals to employers:

- Re-order your skills so the most relevant are at the top
- To rank higher in searches, use industry keywords throughout your profile
- Make sure your profile is written in 1st person
- Include a call to action at the end of your summary
- Check on your privacy settings to make sure any changes to your employment are visible
- Change your settings so recruiters know you're looking for work.

YOUR PERSONAL BRAND

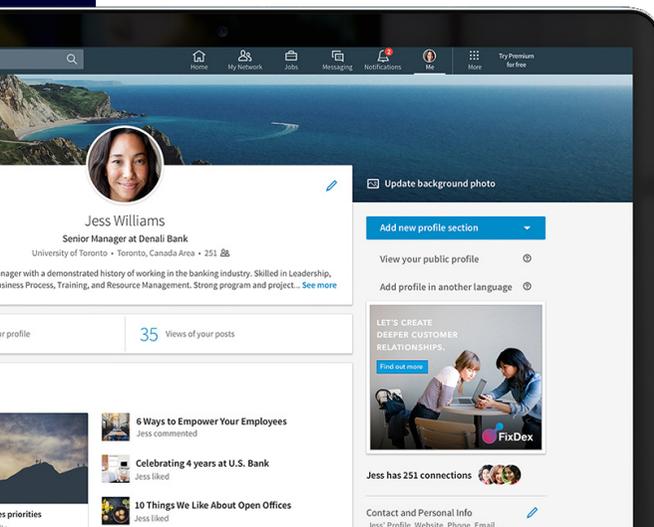
6. Write your own articles: Demonstrate your expertise and passion for your industry by writing regular articles. The link to this can be found under 'start a post.' Posting regular articles will also encourage others to interact with you.

7. Provide evidence of your work: Under your 'About' section there is a featured section, in here you can upload documents, PowerPoints and more to showcase your work.

8. Send voice messages: Did you know that LinkedIn now supports voice messages? Stand out from the crowd and send someone a voice message.

9. Include hashtags: Use 3-5 appropriate hashtags.

10. Utilise emoticons: Don't be afraid to use emoticons to help your post shine.



11. Be visual: Include images in posts using tools such as Canva to create professional looking graphics with text. Images are more successful than link previews, so when sharing an article link create your own picture. If you're uploading video content, make sure you include captions.

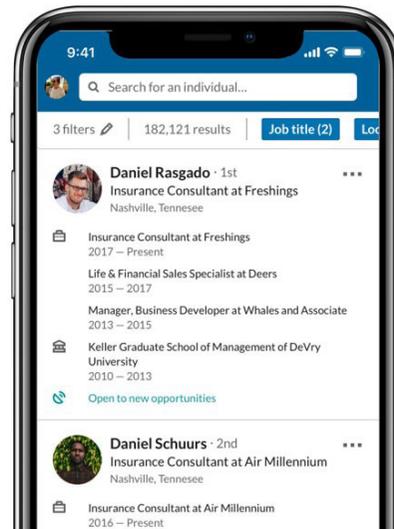
12. Post meaningful content: Share articles written by others by pulling out key concepts or statistics. Regularly sharing content will help establish you as a thought leader.

13. Encourage comments: Ask a question to encourage comments, comments are more valuable than shares.

14. Tag others: Tag in up to 5 people you think might find your post interesting.

15. Check out who's nearby: You can use LinkedIn's 'Find Nearby' feature to connect with conference attendees.

- Download the LinkedIn App
- Switch your Bluetooth on
- Open the LinkedIn App, go to 'My Network'
- Tap on 'Find Nearby' and turn toggle to 'on'.



YOUR COMPANY

16. Advertise events on LinkedIn: Go to 'home' and 'add event' on the left-hand side. Brand and enter your information such as an Eventbrite link. You can then invite all your connections.

17. Increase the relevancy of posts: Use trending topics (top right-hand corner) and look at other people's posts to identify what problems need solving and subjects that are getting the most traction.

18. Notify employees: (for people who manage company pages)

- Post an update on your company page
- Click the three little dots on the upper right-hand side of the specific post
- Select 'notify employees of post'
- An admin can notify employees once every 7 days per update.

19. Celebrate success: 'Give Kudos' enables you to give colleagues and team members public recognition, go to 'share your thoughts' and click 'celebrate teammate'.

20. Boost your followers: (for people who manage company pages) Admins can invite their connections to follow the company page. Go to the company page, 'admin tools' and 'invite connections'.

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