

YOUR ESSENTIAL TECHS | LINKEDIN PROFILE OPTIMIZATION FRAMEWORK

THIS PROCESS IS DIRECTLY ADMINISTERED BY: DEXTER BLANCO AND THE DIV5 LEADERSHIP TEAM
FOR YOUR ESSENTIAL TECHS DIV5 QUALIFICATIONS TEAM ONLY



1 OF 1: LINKEDIN PROFILE OPTIMIZATION FRAMEWORK



Name _____

Date Started 1/28/2024 Last Updated 5/27/2024

LINKEDIN PROFILE OPTIMIZATION STEPS

STEP 1: CHOOSE THE RIGHT PROFILE PICTURE

Your profile picture is the first impression you make on potential connections and employers. A professional and approachable photo helps build trust and conveys that you are serious about your career. It makes your profile more memorable and increases the likelihood that people will want to engage with you.

- Action Steps:
 1. Select a recent photo that accurately represents your current appearance.
 2. Ensure your face occupies about 60% of the frame.
 3. Wear professional attire suitable for your industry.
 4. Smile naturally, conveying approachability and confidence.
- How to Edit On LinkedIn: [Add, Change, Edit, or Delete Your LinkedIn Profile Photo](#)

STEP 2: ADD A BACKGROUND PHOTO

A background photo adds a personal touch to your profile, making it visually appealing and unique. It helps to set the context of your professional identity and interests, further engaging viewers and making your profile stand out.

- Action Steps:
 1. Choose an image that reflects your professional field or interests.
 2. Ensure the image is high quality and not overly cluttered.
 3. Upload the background photo to your profile to make it visually appealing.

NOTE: Reach out to our team and we will create you a visually appealing and relevant background photo for your LinkedIn profile.

- How to Edit On LinkedIn: [Add or Change the Background Photo on Your Profile](#)

STEP 3: MAKE YOUR HEADLINE MORE THAN JUST A JOB TITLE

Your headline is a key element that appears in search results and connection invitations. A well-crafted headline that goes beyond your job title provides a snapshot of your professional brand, highlighting your unique value and attracting the right opportunities.

- Action Steps:
 1. Craft a headline that highlights your role, expertise, and what makes you unique.
 2. Include keywords relevant to your industry for better searchability.
 3. Keep it concise and engaging, showcasing your professional identity.
- How to Edit On LinkedIn: [Edit Your Headline](#)

STEP 4: TURN YOUR SUMMARY/ABOUT SECTION INTO YOUR STORY

The summary section is your opportunity to share your professional journey and what drives you. A compelling story can make a strong personal connection, differentiating you from others with similar job titles and experiences. It helps potential employers and connections understand your motivations and strengths.

- Action Steps:
 1. Write a compelling summary that tells your professional story and highlights your journey.
 2. Focus on your skills, experiences, and the value you bring to your field.
 3. Use a conversational tone to make it personal and relatable.
 4. Review and revise your summary, seeking feedback from peers if needed.

ChatGPT Prompt for Crafting an Engaging LinkedIn Summary

How to use this prompt:

1. Write a short professional story that includes details about your journey, a few key skills, experiences, and why those skills matter. Include the impact you've made in your past roles and how you've helped the people or organizations you've worked with. Again keep this short and easy and let the prompt do the work!

2. Paste that in the [Insert your short professional story here](#) section below.
3. Then paste the whole prompt, including the short story in [ChatGPT](#), and let it create a professional LinkedIn summary for you.

Prompt:

"Please help me create a compelling and story-based LinkedIn summary. Here is a short professional story about my career:

Insert your short professional story here

I want my summary to tell my story in an engaging way, bringing to life why my skills matter and the difference I can make. Use a conversational tone to make it personal and relatable. I want to avoid overused buzzwords such as 'specialized', 'leadership', 'focused', 'strategic', 'experienced', 'passionate', 'expert', 'creative', 'innovative' and 'certified' and instead demonstrate my qualities through concrete examples and experiences. Please make it personal, relatable, and focused on the value I bring to my field."

The purpose of using this prompt is to mainly clean up potential grammar mistakes and really filter out the use of the famous buzzwords we all like to use when describing ourselves professionally. You may need or still want to tweak the output of this prompt, but you'll come to find that it will make writing an engaging LinkedIn summary easy with a small amount of input.

- How to Edit On LinkedIn: [Edit the About Section On Your Profile](#)

STEP 5: LIST YOUR RELEVANT SKILLS

Listing relevant skills helps to validate your expertise and makes your profile more searchable by recruiters looking for specific competencies. It also allows connections to endorse your skills, adding credibility and demonstrating that others recognize your abilities.

- Action Steps:
 1. Identify and list skills that are directly relevant to your career goals.
 2. Regularly update your skills list to reflect your current expertise.
 3. Aim for a balance between a comprehensive list and focused relevance.

- How to Edit On LinkedIn: [Add and Remove Skills On Your Profile](#)

STEP 6: REQUEST RECOMMENDATIONS

Recommendations provide social proof of your skills and work ethic, offering a more detailed and personal testament to your capabilities. They enhance your profile by showcasing real experiences and feedback from those who have worked with you, increasing your profile's credibility.

- Action Steps:
 1. Identify colleagues, mentors, and supervisors who can provide meaningful recommendations.
 2. Send personalized requests for recommendations, specifying the skills or experiences you want highlighted.
 3. Follow up politely if necessary and thank your contacts for their endorsements.

STEP 7: GROW YOUR NETWORK

A robust network expands your reach and increases your visibility on LinkedIn. By connecting with professionals in your field, you can access more opportunities, gain industry insights, and build relationships that can support your career growth.

- Action Steps:
 1. Sync your LinkedIn profile with your email address book to find potential connections.
 2. Regularly send connection requests to people you meet professionally.
 3. Engage with your connections by commenting on their posts and sharing relevant content.

STEP 8: SHARE RELEVANT CONTENT FROM YOUR LINKEDIN FEED

Sharing relevant content positions you as an active and engaged member of your professional community. It demonstrates your interest in current trends and topics, helping you to stay visible and relevant to your network.

- Action Steps:
 1. Identify and share articles, posts, and updates that align with your professional interests.

2. Add your own insights or comments to the content you share to provide additional value.
3. Stay consistent with your sharing to maintain visibility and engagement on your profile.

STEP 9: ADD COMMENTS TO SHARES

Commenting on shared content allows you to express your insights and opinions, showcasing your expertise and thought leadership. It fosters discussions, builds relationships, and increases your engagement on the platform, making your profile more dynamic and interactive.

- Action Steps:

1. Engage with content by commenting thoughtfully on posts shared by your connections.
2. Express your viewpoints and provide constructive feedback or additional information.
3. Use comments to start conversations and build relationships with your network.

STEP 10: FOLLOW RELEVANT INFLUENTIAL PEOPLE IN THE INDUSTRY

Following influential people in the industry will keep you informed about the latest trends and developments in your field. It enriches your feed with valuable content, which you can share and comment on to enhance your professional knowledge and visibility.

- Action Steps:

1. Identify key influential people and thought leaders in your field.
2. Follow their profiles to stay updated on industry trends and insights.
3. Share and comment on their content to demonstrate your engagement and knowledge in the field.

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