

Maximise the impact of your LinkedIn profile

1



Update your profile

- Shorten your profile URL
- Add a cover image
- Record your name
- Add a role description
- Add an About section to your profile
- Add recommendations for peers, colleagues, mentors and suppliers

2



Build a network

- Connect with people you have met
- Follow people you are interested in
- Follow people who represent markets and institutions that are relevant to business development

3



Reach new audiences

- Tagging people and brands increases views and engagement
- Tag specific people and organisations, where appropriate

4



Share your perspective

- When sharing a post from another account, add your own comment and explain why you're sharing this
- Avoid jargon or acronyms
- Tag people who might be interested
- Ask a question
- Add 2-3 relevant hashtags (max. 5)

5



Leave a comment

- Say 'thanks for sharing', or to add your gratitude
- Open a discussion with the author
- Comment on comments from others
- Only leave a comment when you genuinely want to add something to the conversation

6



Caution

- Avoid commenting on political content
- Engage with people who comment on your posts, even when they disagree with you
- Ignore anything that is personal or hostile
- Apply the Rule of One: state your position in one response, then leave the conversation

7



Add personal context

- Post about topics related to your everyday work:
- Achievements in your team
 - Meetings and events
 - Behind the scenes of your everyday work life
- You can also post about topics that interest you personally: not everything should be work-related

8



Be social!

Come and find our team on LinkedIn, where we'll be happy to answer more questions and build your network.

Search: Social Simulator