



Expert Reputation
Management

LinkedIn Guide: Building your Personal Profile

LinkedIn is a great tool for promoting your brand, showcasing your skills, and connecting with potential clients.

This week by week guide will take you through the steps to set up, grow and keep your personal LinkedIn profile in top shape. It also shows you how to engage with your company page and make the most of your presence on LinkedIn. By the end of this guide, you'll have everything you need to navigate LinkedIn like a pro!

Before you start, have a look around LinkedIn, check out what your competitors are doing and review [Jacquie Boer's page](#) for some inspiration!



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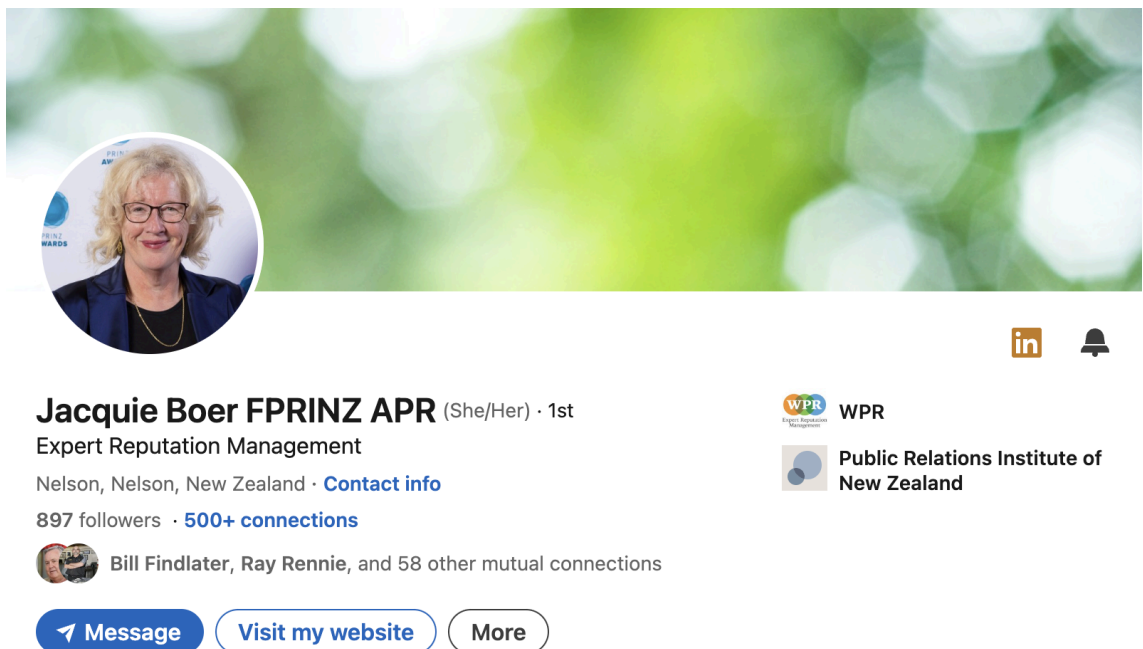
Week 1: Set Up Your Personal LinkedIn Profile

1. Join LinkedIn:

- Go to LinkedIn.com and click 'join now' (top right of the screen)
- Enter your email address, create a password and click Agree & Join
- Complete your first name and last name and click Continue
- You may need to complete a security check on the next step
- Add Location, Most Recent Job Title and Most Recent Company (enter the name and click on the company that displays) and click Continue
- LinkedIn will send a confirmation code to the email you signed up with. Enter the code from your email into the Confirm Your Email box on LinkedIn and click Agree & Confirm
- Next click Yes or No if you are looking for a job
- Turn your job posting notifications on or off by clicking the toggle

2. Fill out your LinkedIn Profile

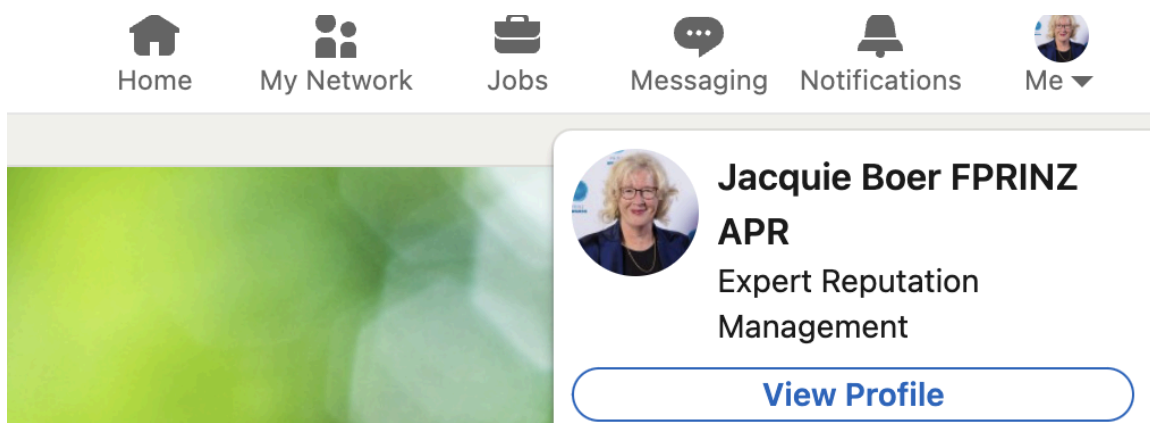
Your LinkedIn profile is not just another social media page to quickly fill out. It's your chance to really shine in your local market. Skipping sections is like showing up to a networking event with no business cards! LinkedIn's search loves complete profiles, the more details you add, the more likely you'll appear in search results!



Jacquie Boer FPRINZ APR (She/Her) · 1st
Expert Reputation Management
Nelson, Nelson, New Zealand · [Contact info](#)
897 followers · 500+ connections
Bill Findlater, Ray Rennie, and 58 other mutual connections

[Message](#) [Visit my website](#) [More](#)

Click the Me tab (top right corner of your profile) and click View Profile



- **Photo:**

Click on the + symbol above your name, then select Upload Photo or Use Camera to take a photo of yourself.

 - i. Use a high quality headshot with a clear background
 - ii. Dress appropriately, smile and make eye contact
 - iii. You can add a frame to your photo ie #hiring or #open to work

- **Cover Image:**

Click the camera icon in the top right corner of your cover image and click Edit Profile Background button to upload an image from your computer.

 - i. Use professional branded imagery

- **Name, pronunciation and pronouns:**

Click the pencil icon, right side of your profile image

 - i. Check your name is correct and add any additional name
 - ii. Use the LinkedIn app to add phonetic pronunciation of your name (if required)
 - iii. Select your pronouns from the dropdown or select 'custom'

- **Headline:**

Add a clear headline that reflects your role and your brand. By default, your headline will be what you entered when you signed up to LinkedIn

- **Industry and Location:**
 - i. Type in your Industry (start typing and select from the suggestions)
 - ii. Add your Country, City and Postal Code

- **Contact Info and Website:**
 - i. Click Edit Contact Info and complete - phone number and type, address and birthday (click Your Network to update visibility)
 - ii. Click Add website and enter your URL and type
 - iii. Click Instant Messaging to select the type and add your username

- **About Section:**



- i. Click Add Profile Section under your name and Click Add About
 - ii. Introduce yourself, your role, and your company. Include keywords related to your industry and services and write in the first person.
 - iii. Use action verbs (convey doing) ie: achieved, designed, won, etc
 - iv. Highlight your expertise and specialities
 - v. Keep it short and sweet and use paragraphs for readability
 - vi. Include a call to action (ie email or website)

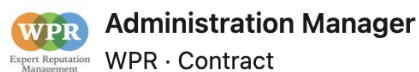
- **Services:**

Your services will be found in search results and will display on your profile. You can add up to 10 services.

 - i. Click Add Profile Section and Continue
 - ii. Click Add Services, search for and select your service
 - iii. Complete the About section
 - iv. Add pricing and currency or select Contact for Pricing
 - v. Tick the box to allow LinkedIn members you are not connected with to message free through Open Profile

- **Experience and Skills:**

Experience



Click the pencil next to Experience on your main profile

- i. Click the pencil next to your current experience
 1. Add your Employment Type (self employed, etc)

2. Under Company or Organisation field, link to your company page (this should already show). If it's not linked type in the name, your company page will appear, and click to add it
 3. Add your start and end dates
 4. Add the Location (select from the suggestions) and Location Type (from the drop down)
 5. Add a Description detailing your key responsibilities and achievements.
 6. Click Add Skill (these will appear in your Skills section on your profile page) and add your top 5 (some will be suggested for you, click on the skill to add)
 7. Click Add Media and add a link for videos, articles and websites or upload images, presentations or documents
- ii. Click Save
 - iii. Click the + icon next to the pencil icon if you want to add more positions and complete the fields. Turn the Notify Network on or off (notifies of key profile changes such as new education or work)
 - iv. To add Projects click Add Profile Section and under Recommended select Projects.
 - v. Add your Volunteer experience under Add Profile Section, click Additional and Add Volunteer Experience

○ **Education:**

Licenses & certifications



Data-Driven Public Relations

PR Knowledge Hub

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- i. Click Add Education and enter your relevant education, including start and end dates. Include your certifications, relevant courses and any franchise training programmes
- ii. Add Skills and Media (if relevant)
- iii. You can add your licences, certifications, courses and any training programmes under the Add Profile Section, click Recommended and select, or click Additional

- **Recommendations:**

Recommendations

Recommend [Jacquie](#)

Received

Given



Hayden Brown  · 2nd

Human Behaviour Specialist | Resolve the Root-Cause behind your long-term behaviour patterns and emotional challenges. Unlock your potential and find real fulfillment.

October 29, 2023, Hayden was Jacquie's client

Jacquie and the team at Walters PR are a cut above the rest. Jacquie is sincere, transparent, and very connected to her clients, their vision, and goals. I cannot recommend Walters PR enough.

- i. Click Add Profile Section to ask for recommendations from your connections. These build credibility and show on your profile page.

- **Featured and Publications:**

Click Add Profile Section to update these sections

- i. To add a Featured article, post, link or media, click the Recommended tab, + icon and select
- ii. To add a Publication (ie press release), click the Additional tab and enter the details

- **Languages, Interests and Causes:**

Click Add Profile Section to update these sections

1. To add Languages, click the Additional tab and select
2. To add Causes, click the Additional tab and select
3. Interests - your interests will show on your profile page as you follow companies and join groups

3. Customise Your LinkedIn URL:

Customising your LinkedIn URL is like upgrading from a handwritten business card to a professionally printed one. Instead of sharing a URL with a random number, you can create a link that matches your name and makes it easy for people to find you ie [linkedin.com/in/YourName](https://www.linkedin.com/in/YourName).

Public profile & URL

www.linkedin.com/in/nickiturnbull



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/nickiturnbull

- i. Click the pencil next to Public Profile and URL (right side of profile)
- ii. Click the pencil next to Edit your Customer URL
- iii. Enter your name to create a custom URL and Update

4. Verify your Identity:

- Click Verify Now (next to your name on your profile page)
- Download the LinkedIn App and follow the instructions
- Scan the QR code on your phone and click Continue to App
- Click Verify with Persona and follow the steps. You'll need to take a photo of your passport when prompted
- The page will update when your verification is successful

Week 1 Tasks

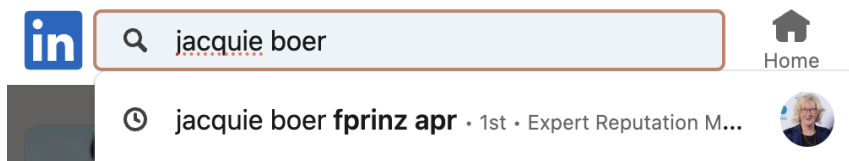
<input type="checkbox"/>	Join LinkedIn
<input type="checkbox"/>	Add your profile photo
<input type="checkbox"/>	Add your cover image
<input type="checkbox"/>	Add your name, pronunciation and pronouns
<input type="checkbox"/>	Add your headline
<input type="checkbox"/>	Add your industry and location
<input type="checkbox"/>	Add your contact info and website
<input type="checkbox"/>	Complete your about section
<input type="checkbox"/>	Add your experience, skills and media
<input type="checkbox"/>	Add your education
<input type="checkbox"/>	Request recommendations
<input type="checkbox"/>	Add a featured post, article, media and publication
<input type="checkbox"/>	Add your languages and causes
<input type="checkbox"/>	Add your custom URL
<input type="checkbox"/>	Verify your identity

Week 2: Build Your Network

1. Connect with Relevant People:

Every connection you make on LinkedIn becomes a potential champion for your business. They can share your posts (free marketing!) and introduce you to potential customers. When people see you're connected to others they trust, it instantly boosts your credibility.

- Search for people you know (colleagues, clients, local business owners, people you've worked with, industry professionals, etc).
 - i. Type **Jacque Boer** into the search bar (top left of the page)
 - ii. Click the **Connect** button to the right of **Jacque's** name
 - iii. Add a **Note** to your invitation and click **Send**
 - iv. Continue searching to connect with other people
- Personalise your connection requests, mentioning a shared interest or mutual connection to increase the likelihood of acceptance.
- Aim for 50 strategic connections by sending 10 connection requests daily



2. Follow and Engage with Industry Leaders:

- Follow the pages of your company, competitors and businesses. This will provide you with relevant content for your LinkedIn feed.
 - i. Type your company name in to the search bar and click on the company page that appears
 - ii. Click **+Follow** under the name (this will then show in your **Interests** section)
 - iii. Continue searching to connect with others
- Follow key figures and influential figures in your industry as well as thought leaders to stay updated on trends and best practices.

3. Join LinkedIn Groups:

LinkedIn groups are like virtual networking events that run 24/7! It's a fantastic way to connect with potential customers and local business leaders without leaving your desk. You can share your expertise and build your reputation as a go to expert in your field.

- Search for and join industry relevant groups, local business groups and franchise specific groups, to engage in discussions, share insights and learn from industry peers

Week 2 Tasks

<input type="checkbox"/>	Day 1 - send 10 connection requests
<input type="checkbox"/>	Day 2 - send 10 connection requests
<input type="checkbox"/>	Day 3 - send 10 connection requests
<input type="checkbox"/>	Day 4 - send 10 connection requests
<input type="checkbox"/>	Day 5 - send 10 connection requests
<input type="checkbox"/>	Follow your LinkedIn company page
<input type="checkbox"/>	Follow your competitors company pages
<input type="checkbox"/>	Follow industry leaders
<input type="checkbox"/>	Follow industry, franchise and business groups

Week 3: Post and Engage with Content

1. How to Engage with your Company's page:

LinkedIn makes posts that are receiving high engagement more visible. This means that they are seen by more people in their LinkedIn feeds. That's why it's important to centralise your efforts as a business by resharing content from one central company page (with the most followers, that is followed by everyone within the business and the business' key stakeholders, customers, etc), to reshare company posts on your personal page and comment on the company's posts on the company's LinkedIn page.

LinkedIn recognises posts being reshared as the highest form of engagement. This is followed by writing a comment on a post, and lastly by just liking or supporting a post with one of the LinkedIn emoji symbols (if you hover over the 'like' button under a post you can see these).



When you reshare a company post make sure that you add a message to the post – this is the 'repost with your thoughts' option. Adding a sentence or two is again recognised as higher quality engagement by LinkedIn and makes your post more interesting for your followers.

Here's an example - you can see that I have tagged Guyon (his name is in bold in my comment). This means that he will get a notification about my post and see what I've said about him. Rick will also get a notification showing him that I've shared his post:



Jacquie Boer FPRINZ APR ▼

Post to Anyone



Guyon Espiner is very insightful and his work is an example of the impact of high quality journalism.



Rick Osborne · 2nd

Communications | Government Relations | Regulatory Affairs | Public Policy | Stake...

1d · 🌐

Connect

Really enjoying 30 with [Guyon Espiner](#) on [RNZ](#). The fast-paced format and eclectic range of topics - from the brutal SAS selection process to "Why living forever would be a curse" and all in between -delivers plenty of punch per minute and personal insights. [...more](#)



30 with Guyon Espiner

rnz.co.nz

Make sure you have company approval for the comment you're adding when you repost the company's post. Your comment will need to be consistent with the brand and its values and free from typos.

Remember when you comment on a post that your comment can be seen by your followers. A rule of thumb is, don't say anything on social media that you wouldn't want to see on the front page of the newspaper with your name attached to it.

2. **Create Your First Post:**

○ **Format:**

- i. Start with a hook (the first line is critical to grab attention), ask a question, state a surprising fact or use a bold statement
- ii. Use short engaging sentences (50-100 words) and 1-3 paragraphs of 1-3 lines, using line breaks for readability
- iii. Use bullet points for lists and 1 or 2 emojis (keep it professional)
- iv. Bold key phrases with asterisks
- v. Add a high quality photo or video - these posts perform best
- vi. Encourage engagement with a call to action, by inviting readers to comment, share or connect with you ie what's your take on this?

- **Create your Post:**

Activity
1,666 followers

Create a post



Posts

Comments

- i. Go to your Profile Page and click Create a Post (in your Activity section) - all posts will then appear under your Activity section
 - ii. Write a brief intro of yourself, your company, and the services you offer, a milestone or an interesting fact about the business.
 - iii. Use icons to add emoji, media, event or celebrate. Click + for more options (hiring, create a poll, add a document and find an expert)
 - iv. Add Hashtags # relevant to the post
 - v. Tag people or company pages relevant to the post (type @ and start typing the name, then choose from the selection)
- Schedule the post by clicking on the clock next to the Post button (or click Post to publish immediately)

3. **Tagging and Hashtags:**

Tagging can increase your visibility. When you tag others (especially the big players in your industry), their followers might spot your post too. Think of it as the digital version of a proper introduction, when done right, it opens doors and gets more eyes on what you're sharing.

- **Tagging:**
Mention your company LinkedIn page and relevant people (e.g., suppliers, local partners and clients (with permission) using "@".

Using hashtags is like putting up street signs that lead straight to your business! They help your content pop up in front of people who are interested in those specific topics, even if they're not connected to you yet.

- **Hashtags:**
Use 1-3 #hashtags that are relevant to your industry and your post ie #sustainability, #innovation, #technology, etc

4. **Engage with Comments:**

This is a great way to make connections and keep the conversation going. When you reply, you show that you are approachable and value others' input, which helps strengthen relationships and make you more memorable. Plus, LinkedIn loves interaction, so every comment helps boost your posts reach!

- Promptly respond to any comments on your posts, showing that you're engaged and open to connections.
- Like and comment on others' posts.
- Share relevant content from others (not competitors!) by clicking the Repost icon (next to the Comment icon)
- Always be professional and positive and support other franchisees

5. Notifications:

- You can find the Notifications tab on the bell icon at the top of your LinkedIn homepage
 - i. Open the Notifications tab and click on the post, scroll down to the Add a comment box underneath the box, reply and click Comment
- If you have email notifications enabled, LinkedIn will send you an email about new comments. You can adjust these settings by clicking Notifications and View Settings on the left side.
- The LinkedIn Mobile App (if enabled) will push notifications to you
- When you open the post all comments will show in the Activity section.

6. Brand Compliance:

- Follow your company social media guidelines
- Use approved messaging and images
- Maintain a professional friendly tone and language
- Keep content business focused
- Avoid controversial topics

Week 3 Tasks

<input type="checkbox"/>	Publish your first post
<input type="checkbox"/>	Include 1-3 hashtags
<input type="checkbox"/>	Tag your company page and people
<input type="checkbox"/>	Respond to comments and messages
<input type="checkbox"/>	Like and comment on other's posts
<input type="checkbox"/>	Share a post from your company page

Week 4: Establishing a Posting Routine

1. Set a Schedule:

- Decide on a consistent routine (3-5 times weekly) to keep an active profile
- Post during business hours

2. Content mix example:

- Monday: Industry insights or product highlights
- Tuesday: Customer success stories
- Wednesday: Behind the scenes
- Thursday: Tips and advice or motivational quotes or tips for the week
- Friday: Business updates
- Create a basic content posting calendar so you know when to post what
- Check what your competitors are posting and what's working for them

3. Types of Content to Post:

- Company news and updates
 - i. Milestones, anniversaries, expansions, new product launches, etc
 - ii. Highlight awards, recognitions or certifications
- Industry insights, trends, news, articles and whitepapers
- Customer success stories and testimonials (with permission)
 - i. Case studies (with before and after results and images)
- Behind-the-scenes (a glimpse into the daily operations of your company)
- Educational content and tips
 - i. Create how to posts, infographics and short videos
 - ii. Industry knowledge
 - iii. Product demonstrations
- Special promotions
- Company culture
 - i. Showcase employee highlights
 - ii. Celebrate work anniversaries and achievements
 - iii. Company values, culture and community involvement
- Polls (engage audience with relevant question) ie:
 - i. "What's the biggest challenge your business faces with PR and communications?"
 1. Building brand awareness
 2. Managing crisis communication
 3. Engaging with target audiences
 4. Measuring PR impact
- Events and webinars
- Job openings and team expansion



Nicki Turnbull ▼
Post to Anyone



What do you want to talk about?



Create a poll



Post

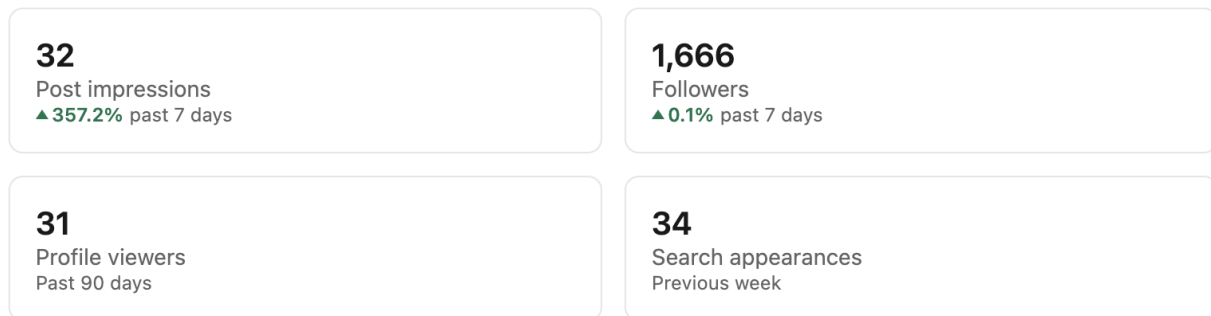
Week 4 Tasks

- Set a posting schedule
- Create a content posting calendar
- Check out your competitors posts
- Create a poll

Ongoing: Tracking and Adjusting your Approach

Using LinkedIn's analytics is a great way to see how your content is doing and how people are engaging with it. By keeping an eye on the numbers every month, you can figure out what's working and what's not, then tweak your strategy to get better results. It helps you make smarter decisions, so you're not just posting for the sake of it, but posting content that really connects with your audience.

Analytics



1. Key Metrics to Track:

- LinkedIn's analytics appear on the top of your profile page
- Review your analytics monthly to understand what content resonates best with your audience. Measure the following:
 - i. Profile views
 - ii. Post impressions
 - iii. Followers growth
 - iv. Search Appearances
 - v. Post engagement (likes, comments and shares)
 - vi. Message response rate
 - vii. Content reach

2. Continue Networking:

- Regularly connect with new people, join relevant LinkedIn groups, and participate in discussions. This builds your presence and visibility within the LinkedIn community.
-