

LINKEDIN PROFILE BUILDER

Getting Noticed and Building Connections

ABOUT KOMPASS MEDIA

INTRODUCING ALAN HENNESSY - KOMPASS MEDIA

Alan is a qualified Digital Marketing Consultant and a highly experienced Trainer, Mentor and Coach. He has worked in association with various government initiatives, providing advice and expertise to Start-ups, Entrepreneurs, New Business ventures and organisations helping them to launch their business with an online presence.

Alan is the head of Digital here in Kompass Media. His focus is delivering excellent results and key strategies for our clients. Understanding Market trends in collaboration with our clients is the key to his and their success.

Social Media Talks Podcasts

Alan is the host and Creative Director of the weekly Social Media Talks Podcast.

Now in it's second year with over 70 episodes released and over 20,000 downloads worldwide.

Alan has interviewed some of the World's Leading Social Media Influencers on a wide range of Digital & Social Media Topics.

Alan now draws on the experience and learning he has gained through the podcasts and delivers actionable valuable advice and training to help Entrepreneurs and Business Leaders.



[Facebook.com/kompassmedia.ie](https://www.facebook.com/kompassmedia.ie)



[LinkedIn.com/alanhennessy](https://www.linkedin.com/in/alanhennessy)



[Twitter.com/kompassmedia](https://www.twitter.com/kompassmedia)



[Instagram.com/kompassmedia.ie](https://www.instagram.com/kompassmedia.ie)

GETTING NOTICED ON LINKEDIN

We all want to get noticed in every day life both professionally and personally. One of the best social platforms for displaying your credentials online is LinkedIn. It can put you in front of potential Employers, Clients and Influencers.

Some Statistics about LinkedIn:

- LinkedIn Has over 500 million Members
- 260 million LinkedIn users are logging in each month
- 40% of monthly active users use LinkedIn daily
- 63 million unique mobile users monthly

These are some of the reasons for having a strong professional profile on LinkedIn. In this eBook we are going to share with you some key points to build your Profile and be found in LinkedIn search and help you get noticed on this platform.

Breakdown of Index

1. Background Hero Banner
2. Profile Photo
3. Profile Headline
4. Summary
5. Work Experience
6. Education
7. Licenses & Certifications
8. Skills
9. Groups & Companies
10. Volunteer Experience



LINKEDIN PROFILE BUILDER

Background Hero Banner

When you open up your LinkedIn Profile the first thing you see is your Hero Banner on the top of the page. This is a very important piece of real estate for your profile. People will get an immediate sense of the person in the profile.

You can create a variety of banners and it is always good to mix it up over the course of the year.

The correct size for Background Banner is 1584 x 396 px

Here are a number of options I would suggest to use:

A strong graphic that reflects your profile
Company Logo (Optional)
Contact details (Optional)
Short Quote (Optional)

You can create your Background Banner in Canva or Adobe Spark. These two online tools have template sizes which you can use.

Here are some examples



LINKEDIN PROFILE BUILDER

Profile Photo

Your Profile Photo is your quick identifier.

Having a picture makes you seven times more likely to be found on LinkedIn and will get you 40% more InMail responses.

Key important components to take into consideration with your Profile Photo are:

Semi or Professional Photo (*Not one from your Holidays*)

Clear Background on your Photo

Head and Shoulders Image

Here are some examples



Profile Header Text

Your headline doesn't have to be your current job title. In fact, if you're trying to attract visitors to your profile it shouldn't be.

Think about how you want to be searched for on LinkedIn .*ie Social Media Consultant, Digital Marketer*. Make it actionable.

Make sure you stay within the 120 character limit.

A screenshot of a LinkedIn profile header for Alan Hennessy. The profile name is "Alan Hennessy". The headline is "Social Media Consultant, Digital Marketing, Social Media Trainer, Keynote Speaker, Podcaster, Radio Presenter, Broadcaster". The location is "Ireland". On the right side, there are four icons with corresponding text: a flag icon for "Kompass Media", a blue arrow icon for "Digital Marketing Institute", a document icon for "See contact info", and a group of people icon for "See connections (500+)".

LINKEDIN PROFILE BUILDER

Summary Section

The Summary Section is where potential connections will view your profile if they are interested in learning more about you.

The first three lines of your summary are the most important as this is what will preview and if people want to learn more they have to expand the "See More" Section.

There are two options to writing a profile. You can write it in the First Person (I am) or in the third person (Alan is), this is your choice. We would recommend writing it in the first person as it is your own profile.

So what should be included in this section?

Your Title and some information about you as a person
Focus on your Accomplishments
Focus on your strengths and expertise
Showcase your values and passions
Specialities (use keywords not buzzwords)



Ninja Tip: Make it easy for people to get in contact with you by adding your Phone Number and Email address at the bottom of your summary so they don't have to scroll back up to the top of your profile.

Background



Summary

Internet executive with over 19 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, and strategy.

Currently CEO at LinkedIn, the web's largest and most powerful network of professionals.

Prior to LinkedIn, was an Executive in Residence at Accel Partners and Greylock Partners. Primarily focused on advising the leadership teams of the firm's existing consumer technology portfolio companies while also working closely with the firm's partners to evaluate new investment opportunities.

Previously served in key leadership roles at Yahoo! for over seven years, most recently as the Executive Vice President of Yahoo!'s Network Division managing Yahoo's consumer web product portfolio, including Yahoo's Front Page, Mail, Search, and Media products.

Specialties: general management, corporate development, product development, business operations, strategy, product marketing, non-profit governance

LINKEDIN PROFILE BUILDER

Work Experience

Your Work experience showcases a number of positions you have held in your career.

Detail your past work experience. Remember to put your content into paragraph format.

Ensure you add the company logo where possible to show credibility. Simply type the company name into the company section and choose from the drop down menu.

Copy the work experience from your cv/resume over to your LinkedIn profile. Select major achievements (quantifiable if possible) and remove the rest of the content. You may need to rewrite some of it but you should end up with a few sentences that highlight your major achievements.

Here are the elements you should add:

- Your Title/ Role
- Company Name
- Location
- Start and Finish Date
- Description of work you did with any achievements
- Add two or three pieces of media if you have any News features, Blogs, Video's etc.

Ninja Tip: 12x more likely to be viewed if you have more than one position listed.

Digital Marketing Lecturer

Oct 2015 – Present · 3 yrs 8 mos

Dublin

Digital and Social Media Marketing Lecturer/Trainer helping businesses develop and understand social media marketing. Teaching best practices, understanding customer needs. How to increase their reach by providing a simple step by step training to profile their business in the correct way to maximize potential growth through LinkedIn, Facebook, Twitte... See more



Kompass Media
Testimonial from...

Host of the Social Media Talks Podcast

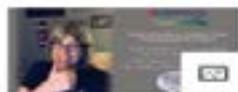
Social Media Talks Podcast

Aug 2017 – Present · 1 yr 10 mos

County Dublin, Ireland

The Social Media Talks Podcast produced and hosted by Alan Hennessy. The Podcast to help business owners learn more about Digital and Social Media Marketing.

Our weekly podcast provides valuable insights and expert advice on all aspects of ... See more



Madalyn Sklar:
TwitterSmarter...



Podcasts - Social
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LINKEDIN PROFILE BUILDER

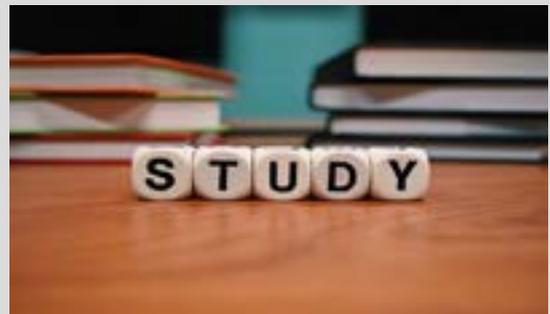


Education

In this section you should add in your third level education and any courses you have completed. This section shows your commitment to complete degree's or further education.

Key Elements to Include:

- School or College
- Degree or Diploma
- Field of Study or Course
- Duration
- Grade
- Description
- Media: external documents, photos, sites, videos, and presentations.



Licences & Certifications

Add your degree's, diploma's or certifications in this section and course duration.

Criteria should Include:

- Name of Licence or Certification
- Issuing Organisation or College
- Issue Date and Expiration Date
- Credential ID
- Credential URL/ Website



LINKEDIN PROFILE BUILDER

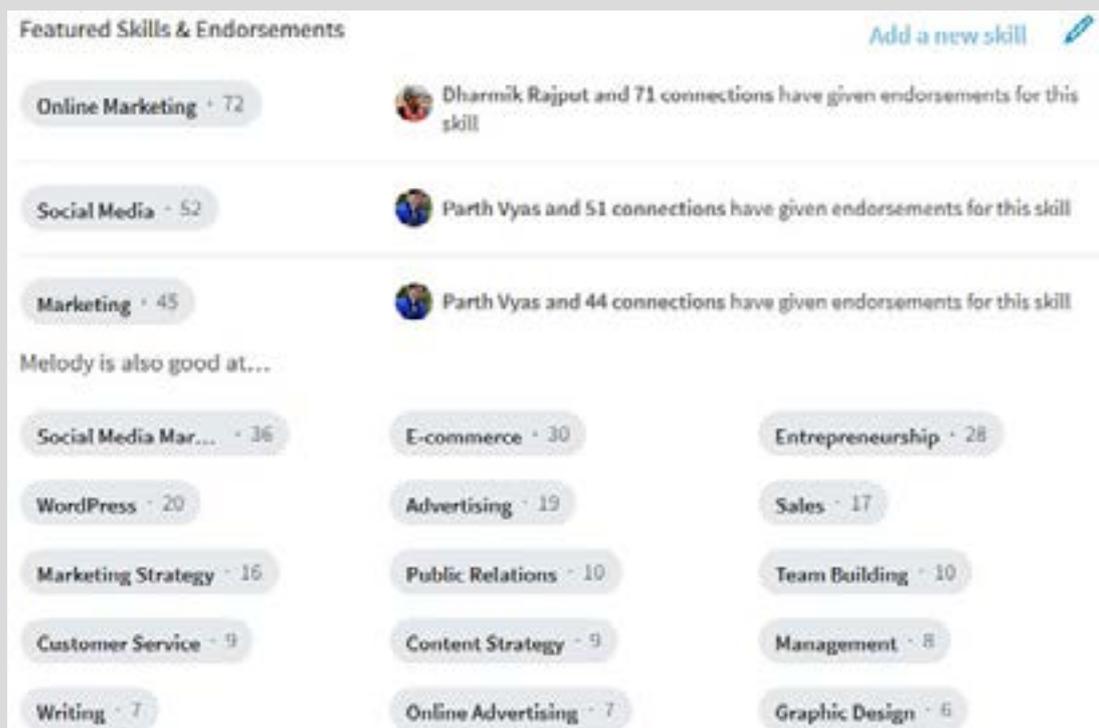
Skills & Endorsements

Help your connections to understand the skills you have by picking up to 50 in this section. When you are deciding the ones you want to add, choose in order of merit what are the key ones that will help you attract more connections to your profile.

Remember use keywords in this section as they are also searchable on LinkedIn. Take into consideration keywords you have included already throughout your profile.

In this section you can also ask your colleagues and friends for endorsements and recommendations directly through LinkedIn and also by Private message.

The more endorsements and recommendations you have will enhance and give you more credibility on LinkedIn and you can add them to the different sections within your profile.



Groups & Companies

LinkedIn have started to promote groups on the platform over the past year and they are also a great way to connect with like-minded people. They are an excellent source for re-searching content and also a way of showing and sharing your experiences.

Adding groups to your profile also shows your interests and following companies can help you connect with people within those companies as well.

LINKEDIN PROFILE BUILDER

Volunteer Experience

In the volunteer section on your profile it is good to add some volunteer work that you have been associated with over the years.

This also is a great way of showing your commitment to giving back to the community and shows your compassionate side allowing people to understand your values.



Contact Details

Make sure that your contact details are up to date on your profile.

If your profile name has numbers and characters after it you can change it by clicking the pen tool and remove the characters from it and save it. Remember to add your LinkedIn profile URL to your email signature so you are easy to connect with through your emails.

Grab Your Profile URL in the connection section at the top of your profile like this example here: [linkedin.com/in/alanhennessy](https://www.linkedin.com/in/alanhennessy)

[Download the Work Sheet template here](#)

<http://kompassmedia.ie/ebooks/Linkedin-Profile-Builder-Worksheet/>





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