

LinkedIn Guidelines

As the world's largest business network, LinkedIn offers the opportunity to build your professional network, find jobs and be found for the jobs you want. It's essential to have a strong LinkedIn presence by optimizing your profile and actively participating. We offer a few highlights:

- **HEADSHOT:** Ideal size is 400 x 400 pixels with a maximum file size of 8MB. Take the time to ensure your headshot is professionally presented.
- **BACKGROUND PHOTO:** Recommended pixel dimensions are 1584 (w) x 396 (h) pixels.
- **HEADLINE:** 120 characters to be used strategically to highlight your current status – position, areas of expertise or job seeking.
- **PUBLIC PROFILE URL:** Customize your assigned LinkedIn profile address or URL. Edit to something mnemonic for you and add it to your resume or email signature.
- **SUMMARY:** 2,600 characters available to position yourself for your next season goals. Up to 320 characters (about 160 on a mobile device) of the summary are initially displayed. Maximize this by putting next season goals in context, highlighting relevant achievements and letting your personality shine.
- **PRIVACY SETTINGS:**
 - Sharing Profile Edits: Turn off your “share profile edits” when you are doing a major update to your profile.
 - Profile Viewing Options: We recommend showing full information.
 - Who Can See Your Connections: We recommend disabling the ability of others to view your connections—choose “Only you.” You have worked hard to build your LinkedIn network of connections. Keep this private.
 - Job Seeking: You can choose to let recruiters know you're open to opportunities like board directorships.
- **MAKING CONNECTIONS:** Your strongest move when connecting with people is writing a warm personal invitation. Perhaps it is in follow-up to a recent meeting, an update about yourself, or a word about why you want to connect. The key is to customize your invitation. Never send the auto invite. Also, never send the invite more than twice.
- **ADVANCED SEARCH OPTIONS:** Take advantage! Whether you are job searching or seeking new connections, this function cannot be overlooked.

***Note:** LinkedIn frequently changes its site. For that reason, it's to your advantage to stay active, updating your profile as needed.