

BUILD A LinkedIn PROFILE THAT SHOWS THOUGHT LEADERSHIP

Your LinkedIn profile isn't just a tool for finding you your next job. It can be a great vehicle for showing thought leadership. Here are four ways your LinkedIn profile can showcase your expertise, to help you stand out and get noticed.

Posts

As a way to host short or long-form content, LinkedIn's Posts platform can be better than your own blog. Why? Because your Posts are seen by all of your Connections, and even go beyond, to people not in your network.

TIP *Be sure to select the appropriate tags, or keywords, at the bottom of your Posts, so they'll get picked up in searches about your Post's topic.*

Slide Shows & Videos

Because many people like to get their information in graphic or video form, you need to have some of your content in those formats. Video is now so easy to record, edit and publish – and it gives anyone looking at your profile a better idea of how you come across in person.

TIP *If you use the slides from one of your presentations, you may need to modify them, adding more explanation so your slide show is understandable even without your spoken words back it up.*

Work Samples

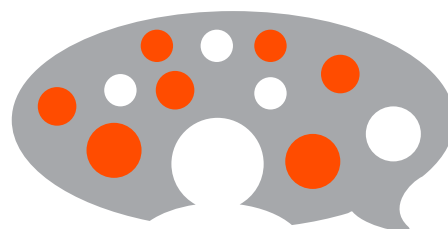
LinkedIn used to be a text-only medium, but now it has many ways for you to showcase your work. So if you've produced reports, printed collateral, or other physical products, you can capture them in image form and post them to your profile. **TIP** *Be sure to indicate the role you played in each project, so as to not take credit for work you didn't do. Also, be sure you have permission to use the material and that it doesn't contain any confidential information.*

Publications

For people looking at your profile who prefer a resume or CV presentation, you should list the articles, papers and other publications you've produced, and provide a text description.

TIP *You can insert a hyperlink to the article if it's available online.*

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