Tips and Tricks for Managing Your LinkedIn Account

**COVER PHOTO**

* To edit your cover photo, click on the camera icon at the top right-hand side of your screen.
* LinkedIn recommends that your image be 1584x396 pixels.
* Your cover photo is a great way to showcase your individuality and represent your unique brand identity. You can use this space to upload of image of your workspace, an accomplishment, or something you value.

**PROFILE PICTURE**

* To edit your profile picture, click on your existing image and select the “Edit” button from the pop-out window on your screen.
* LinkedIn suggests uploading a photo that is 400x400 pixels where your face takes up 60% of the frame.
* Your profile picture should highlight your professionalism and personality. When taking a new headshot for LinkedIn, be sure to wear what you would wear to work, using soft, natural lighting, and ensure that you are the only person in the photo.
* Keep in mind that potential clients and networking contacts often see your profile picture before they meet you. Avoid the pitfall of instant mistrust by using recent photos, that look like you look now and aren’t overly edited.

**HEADLINE**

* To edit your headline, click on the slanted pencil just underneath your cover photo on the right-hand side of your screen.
* LinkedIn limits the number of characters to 220 (or roughly 30-50 words).
* Your headline is like the preview text on an email. It is often the first thing that people see before clicking through to your profile. An eye-catching headline is a smart way to represent your expertise and unique value to prospective clients and potential industry contacts.

**CONTACT INFO**

* To edit the contact info on your profile, scroll to the very bottom of the pop-out window you use to edit your headline and select the blue “Edit contact info” button.
* LinkedIn allows you to customize your unique URL. This is a fantastic way to easily share your profile when you are at networking events or tradeshows.
  + To edit your profile URL, click on the link underneath your “Profile URL” in the “Edit contact info” pop-out window.
  + This will open a new “Public profile settings” tab. Click on the blue pencil icon just under the “Edit your custom URL” on the upper right-hand side of the screen.
  + Your custom URL can be anywhere between 3-100 letters or numbers but cannot contain spaces, symbols, or special characters.
  + A great custom URL should include your name and a descriptor that differentiates you from others.
  + An example of a quality custom URL could be First Name + Last Name + Title, which would look like: www.linkedin.com/in/AmyAndersonAccountExecutive.
* The “Public profile settings” tab also allows you to easily edit content and visibility settings on the right-hand navigation of the screen. We recommend that you allow public visibility for your profile, headline, and current experience only, leaving an incentive for potential contacts to officially connect with your profile to see more.

Once you have the basics of your profile hammered out, you will be ready to start producing engaging content to better connect with your prospects, current clients, other IPFS associates, and our industry. Be sure to follow the [IPFS Associate Social Media Policies and Guidelines](https://imperialpfs-my.sharepoint.com/:w:/g/personal/ho4879_ipfs_com/ER8BV8NovGdIrz-X6LEP_eEB9LP0tqdaAalqcw4TRf_m3Q?e=F4yQ0G) as you make your way across the internet.

Need help creating content for your page? We are here to help. Glean inspiration and extrapolate existing content from our LinkedIn post library. Be sure to tweak the messaging for your own personal touch.