



Getting Up & Running on LinkedIn: A Quick Start Guide

This is an extra resource to go along with the original article:

[Should You Be on LinkedIn? How to Rock It Like a Pro](#)

-
- Create a compelling summary (preferably in first person) that offers value to the reader
 - Include images, videos, and slideshares in your summary to bring interest
 - Add a professional profile photo that looks personable with a neutral background
 - Customize your LinkedIn URL with your name
 - Add skills to solidify your experience
 - Actively ask for recommendations (but don't ask for all at once)
 - Give recommendations, too
 - Get and give endorsements
 - Participate in group discussions
 - Post updates frequently
 - Pay for sponsored updates
 - Add a follow link on your website, your email signature, your other social media accounts