

REVIVE YOUR LINKEDIN PROFILE

A STRONG PROFESSIONAL IDENTITY ON THIS TOP NETWORKING SITE WILL SET YOU APART FROM THE COMPETITION. THESE FIVE EXPERT TWEAKS CAN HELP YOU LAND THAT JOB.

BY DIANA KELLY

■ **AT THIS VERY MOMENT, AN EMPLOYER MIGHT BE LOOKING TO HIRE SOMEONE FOR YOUR DREAM ROLE**, and there's an excellent chance they'll be searching on the 300 million-member site LinkedIn. We asked Brazilian executive Fernanda Brunsizian, LinkedIn's senior manager of corporate communications for Latin America, to share reliable ways of making your profile shine brighter and boosting your career.

1| BE SURE TO BRAG.

Now is not the time to be modest. "We Latinas tend to simply list current and past responsibilities, while many companies are looking for more specific information about the differences we made in past roles," Brunsizian says. Include portfolios, SlideShare decks or anything else that adds color to your professional brand. "The more complete your profile is, the more people will find you in search results and the more jobs will appear for you to consider," she adds.

2| POST YOUR BEST PHOTO.

"Profiles with a photo are 14 times more likely to be viewed," notes Brunsizian. Yours needn't be professionally shot, but make sure it looks nice and classy. Posted images should be smaller than 4 MB, between 200 x 200 and 4,000 x 4,000 pixels and in PNG, JPEG or GIF format.

3| CONNECT CORRECTLY.

"If you're reaching out to someone new, send them InMail to introduce yourself before adding them to your professional network," says Brunsizian. "When reaching out to someone you do know, customize the connection request by reminding him or her of how you met," she suggests.

4| GET ENDORSED.

Be sure to update your profile's Skills section. Choose the areas that best represent you, and people will be invited to endorse your experience.

5| UPDATE FREQUENTLY.

"Your LinkedIn profile should be updated all the time," says Brunsizian. If you receive a promotion, update your title. If you start a new course, add it. Share content you find worthwhile and post links to relevant articles. All of these things illustrate who you are as a professional.



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