

Master the LinkedIn Profile Basics, Part 1!

A Step-by-Step Guide to Setting Up and Using Your Professional Profile for Success

Presented by



May 10, 2023

8:30-9:00 a.m. EDT

Grammar Goddess Communication

Look and sound as smart as you are!

www.GrammarGoddess.com



**Thank you to our host,
*ACT Smart IT***

ACT Smart IT's Mission:

“To delight our clients with exceptional, friendly & accurate service – every single day!”

GGC

Questions

Why are you on LinkedIn?

What do you expect to gain from it?

Who are YOU? What's your expertise? What's your
"unique selling proposition"?

What kinds of connections are you looking for? Why?

If you're not already on LinkedIn, why not? What's stopping you?



Part I: The LinkedIn Profile Sections

Banner, Picture, Headline

About

Featured

Dashboard

Activity

Experience

Education, Volunteer Experience, Skills and Endorsements,
Recommendations, Accomplishments, Interests

The Default Banner

Might be blue, gray, or green.



Message

More...

Amy Brennan · 1st

Legal Analyst - Asset Forfeiture Specialist at ASRC Federal Mission Service

Seattle, Washington · [500+ connections](#) · [Contact info](#)



ASRC Federal Mission Services



Ocean County College

It's FREE prime advertising space, so be sure to change it.

Find something appropriate for YOU and YOUR world.

The banner size: 6" x 1-1/2" (1584 x 396 pixels)

Check out [Canva](#) for great templates.

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A Professional Banner

I HELP FOUNDERS CRAFT THEIR STORIES TO COMMUNICATE AND CONNECT BETTER, MAGNIFYING THEIR REACH AND IMPACT.

ab ab ab ab Social Media Ghostwriter • Career Storyteller • Forbes Contributor

Subscribe to my newsletters:

Illuminate Me momentum Click here to never miss a post

AmyBlaschka.com

in

Amy Blaschka (She/Her) · 1st Social Media Ghostwriter (Yep, that's a thing.) | I help founders craft their stories to communicate and connect better, magnifying their reach and impact. | Forbes Leadership Contributor

AmyBlaschka.com

UC San Diego University of California San Diego

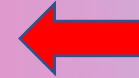
You can see the bell on others' profiles, but ONLY if you're already following them. To be alerted to their posts, click it. It'll turn black. Then you **should** see all (or at least most) of that person's posts.

A FUN Professional Banner

2020



"Very boring and no toilet paper.
Would not recommend."



Graphic Design



Social Media

@captn.creative

Message

More...

Victoria Buylaert · 1st 🗣️

Captain Creative 🚀 | I'm always venturing into the social media universe | Freelance Graphic Designer | Content Creator 🚀

Ghent, Flemish Region, Belgium · 500+ connections ·

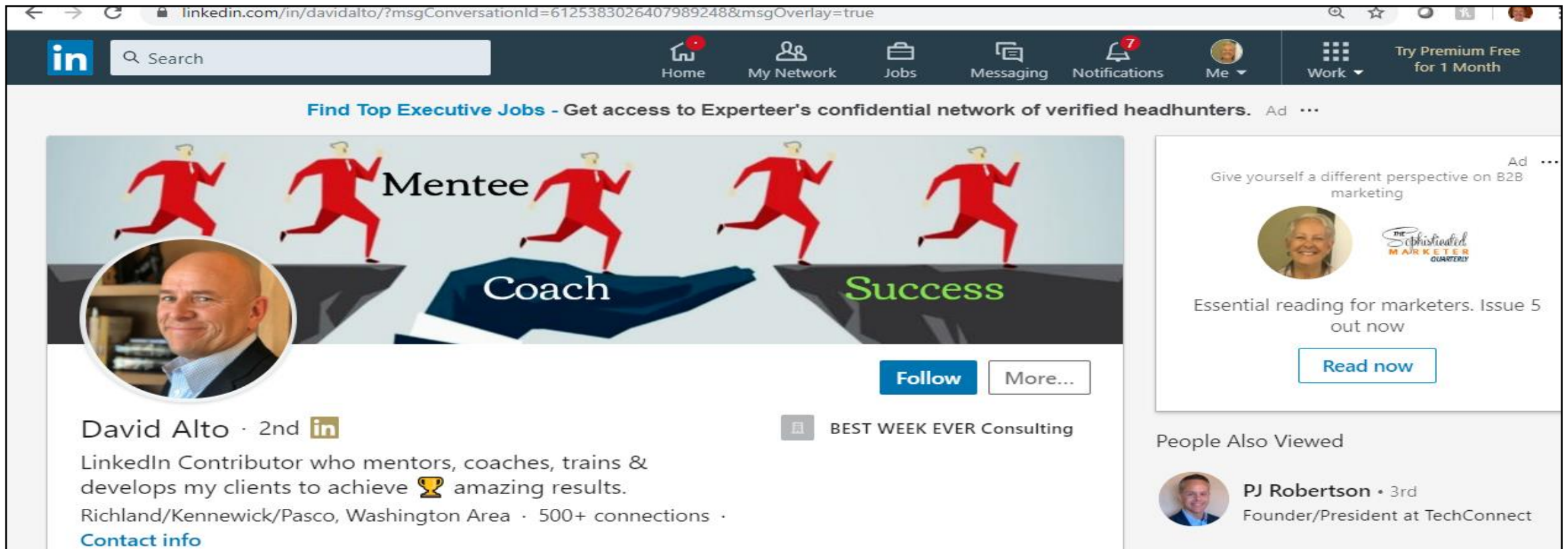


Captain Creative




Arteveldehogeschool


A Clever Old Banner





The screenshot shows a LinkedIn profile for David Alto. The banner features a circular profile picture of David Alto on the left. To the right, five stylized figures in red suits are running across a dark grey path. The path is divided into three sections: the first is labeled 'Mentee', the second is a blue mat labeled 'Coach', and the third is labeled 'Success'. The background is a light blue gradient.

David Alto · 2nd 
LinkedIn Contributor who mentors, coaches, trains & develops my clients to achieve 🏆 amazing results.
Richland/Kennewick/Pasco, Washington Area · 500+ connections · [Contact info](#)


[Follow](#) [More...](#)

 BEST WEEK EVER Consulting

Find Top Executive Jobs - Get access to Experteer's confidential network of verified headhunters. Ad ...


Give yourself a different perspective on B2B marketing
 
Essential reading for marketers. Issue 5 out now
[Read now](#)


People Also Viewed


 **PJ Robertson** · 3rd
Founder/President at TechConnect

David has a new banner, but this one is still worth seeing. It's clever, and it shows what he used to do in a creative visual way.


Changing the Banner: Mine in 2021





Susan Rooks 

The Grammar Goddess | I help business pros look and sound as smart as they are. | Editor | Copyeditor | LinkedIn Basics Trainer | BIZCATALYST 360 Columnist | Corporate Communication Trainer | Cruciverbalist | Happy Woman

 Grammar Goddess Communication

Use the pencils (red arrows) to change the banner, picture, or headline.

When you click on the lower pencil, you'll get another screen with a pencil there to change the picture and the headline.

Changing the Banner: 2023



Grammar Goddess Communication
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Annual Reports — Blogs — Business / Nonfiction Books — Podcast Transcriptions — Web Con

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American Grammar DISC® LI Profile Basics

Colons & Commas & Dashes, Oh, My!
A Practical Guide to Using Commas, Parentheses, Hyphens in the American Style

Who Are You?
Intro to the Four DISC® Behavioral Styles

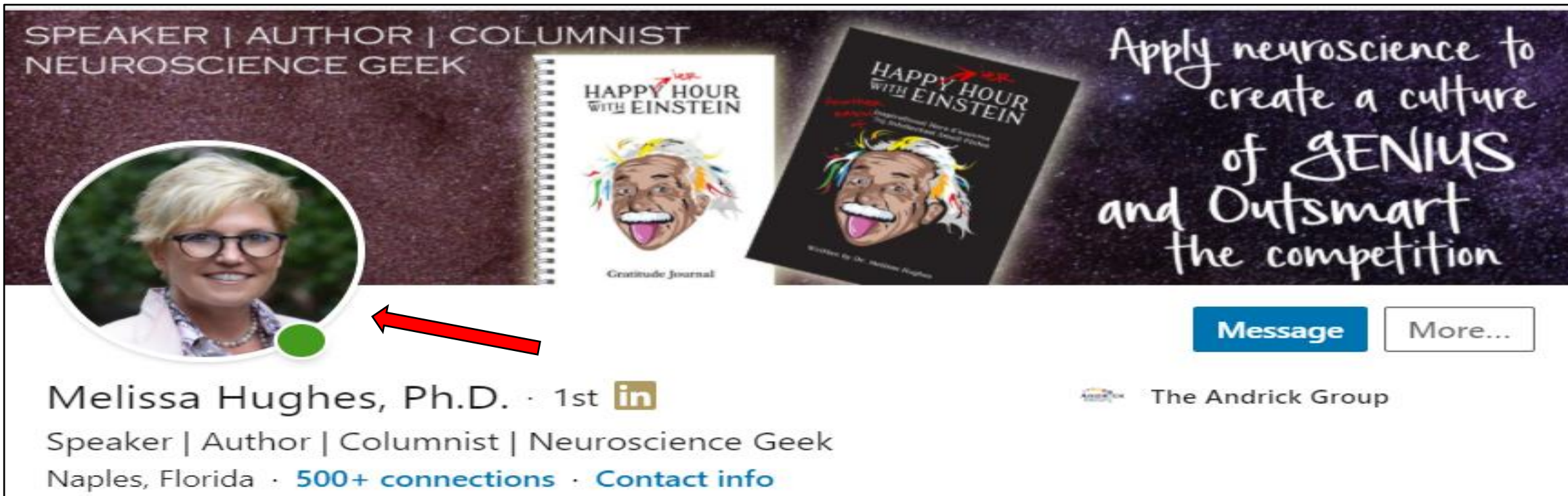
Make the Most of Your LinkedIn Profile!
How to Stand Out in the Crowd

Susan Rooks 📖 the Grammar Goddess .
I will help you look & sound as smart as you are. ♦ Editor / Copyeditor / Proofreader ♦ BIZCATALYST 360° Columnist ♦ LI Profile Basics Coach ♦ Podcast Transcriber ♦ Cruciverbalist ♦ 🐶 Lover ♦ Spunky Old Broad 😊
Talks about #editing, #rooksrocks, #thatsaword, #socialmedia, and #liprofilebasics
Buzzards Bay, Massachusetts, United States ·

A redone version of my top area using Microsoft Publisher to create and saving as a jpg.

Canva has a lot of great templates and info for creating LI banners, so it's worth checking the site out.


Your Picture



SPEAKER | AUTHOR | COLUMNIST
NEUROSCIENCE GEEK

Apply neuroscience to
create a culture
of GENIUS
and Outsmart
the competition

Message More...

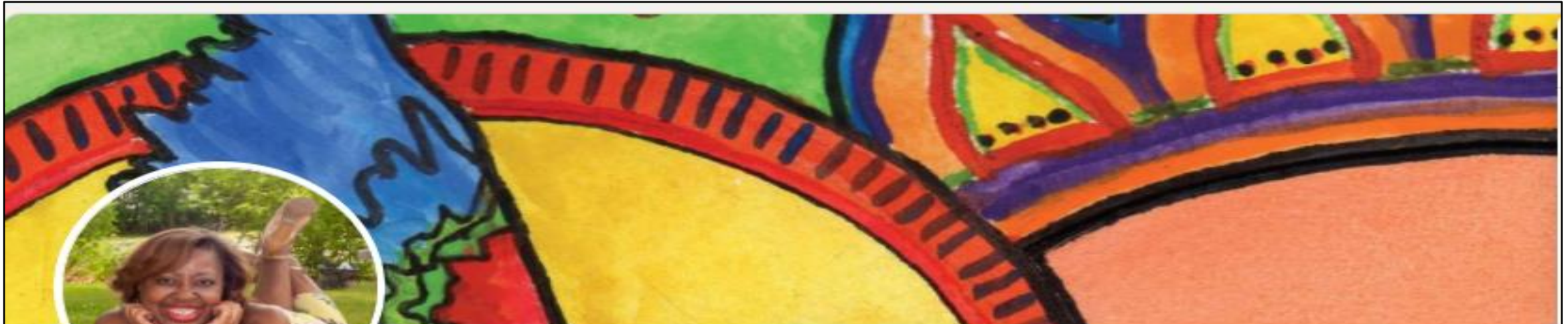
Melissa Hughes, Ph.D. · 1st  The Andrick Group

Speaker | Author | Columnist | Neuroscience Geek
Naples, Florida · [500+ connections](#) · [Contact info](#)

Your picture should be of YOU, not your logo.

Its placement is preset on our devices (to the left or a little towards the middle), so be careful not to hide important text behind it.

A Fun Picture!





[Message](#) [More...](#)

Sandra Elaine Scott · 1st

Award-Winning Author, International Speaker, Book Mentor, Corporate Trainer, Coach, Nonprofit Organizational Consultant

Millis, Massachusetts, United States · [500+ connections](#) ·

 The Training Associates

 Emmanuel College (Boston)

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Your Picture with Video

Anthony (Neo) Wentzel · 2nd

We build apps 🧩 🖱️ PINEAPPLES.dev 🍍 🍍 |
20+ years of experience | Driven by strategic
conversation | Fractional CTO | Solutions
Architect | Looking to build your mobile apps,
SaaS or pwa? 🔥 🚀

 Pineapple Corporation
 University of Kentucky

Some folks have a video hiding in plain sight behind their picture, as Anthony Wentzel does. It's worth checking this one out, if only for the cleverness!

Your Headline

Founder & Consultant at
Lesley Osborn
Canine Consulting



*Helping people provide forever homes to
dogs waiting for their forever family*

Canine Adoption Assistance

A Service of Lesley Osborn Canine Consulting

Lesley
Forever Home

Let me help You get
the right dog for your
family the first time!
Just DM Me—Today



Lesley Osborn · 1st

→ Providing adult and senior dog parents with simple solutions for the changing needs in their families and understanding there's the right dog for every family. .



Lesley Osborn Canine Consulting, LLC



Skidmore College

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Your Headline



Create a listening Culture
That elevates the employee experience.

Through this guide, Heather uncovers how you can ensure those you lead feel heard by taking 3 approaches to listening inside an organization.

- Understand why listening is the key to employee engagement!
- Learn how the Cycle of Listening contributes to strong workplace relationships
- Get a practical framework for creating a listening culture that is bidirectional, responsive, and supportive

heatheryounger.com | employeefanatix.com

#HEATHERYOUNGER



 **Heather R Younger** (She/Her) · 1st
LinkedIn Learning Instructor: Lead with Positive Power | Management Consulting in Denver | Workplace Culture & Employee Turnover | Employee Engagement | 2x TEDx Keynote Speaker | Author, The Art of Caring Leadership

 LinkedIn Learning

 University of Nevada-Las Vegas

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The Extra Value of a Great Headline

When you share an article or post, notice what others will see immediately – yes!

The first line of your headline. 😊

Therefore, readers can decide quickly who you both are.

People who reposted

Excludes posts shared privately



Fred Kienle • 1st

Author, Keynote & Motivational Speaker, Entertainer I help organizations Impr...

Fred Kienle reposted this • 5h



Susan Rooks 📖 the Grammar Goddess .

I will help you look & sound as smart as you are. 💎 Editor / Copyeditor / Proo...

Susan Rooks 📖 the Grammar Goddess . reposted this • 5h



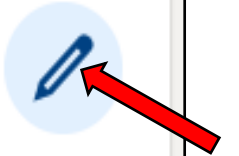
🎵 Tomorrow, tomorrow ...

🎵 I'LL LOVE YA tomorrow!

...show more

Your About Section

About



Have you ever written "pubic" when you meant "public"? "Orgasm" when you meant "organism"? "Manger" when you meant "manager"?

... see more

We have 2600 characters available, including spaces.

Write in the 1st-person, not the 3rd-person.

Maybe start with a question to pique a reader's curiosity.

Tell a story. Show how you work.


Talk about clients' pain points.

Click on the pencil to edit (**red arrow**).

Featured Section: 1 of 2

Featured

Newsletter




The Ethical Lexicon
Published weekly · 890 subscribers

Enhance your speech.
Refine your thoughts. Build stronger relationships with an ethical mindset.

[+ Subscribe](#)

Link

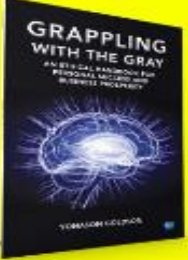


The choice that changes everything
YouTube

Everyone has a story. Some are more dramatic than others, but drama lies in the telling, in focusing in on the twist that transforms the...

Post

In a world where nothing seems black and white,...




A remarkable book - full of practical wisdom.
—Joseph L. Badaracco, Jr.
Harvard Business School Professor of Ethics

[Visit YonasonGoldson.com/books](http://YonasonGoldson.com/books)
for excerpts and information

19 · 5 comments


You wrote great articles/posts a month ago? Maybe a year ago? Show a few here, so others will see them immediately!

Featured: 2 of 2


 **Jeff Ikler**
Author—"Shifting: How School Leaders Can Create a Culture of Change" / "Getting Unstuck" podcast host / Leaders

Featured [See all](#) < >


What do landing on an asteroid and reaching students of color have in common? Check o...






How Do You Land on an Asteroid?
Jeff Ikler on LinkedIn • 2 min read

 4


If you've been to the optometrist, you've experienced the "phoropter" – the instrume...




How Do We Unleash Our Students' Curiosity?
Jeff Ikler on LinkedIn • 2 min read

   11 • 7 comments

There is a lot of "changes," but t



"What we have communicate" -
Jeff Ikler on Linked

 6 • 2 comment

Be sure the readers see your best right away! (And if you don't have any articles or posts to show, this section header will not be visible on your public profile.)

Analytics: 1 of 3







Analytics & tools
Post impressions past 7 days 14,075 ▼ 6.2%

Grammar Goddess Communication
I will help you look and sound as smart as you are.

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Books — Podcast Transcriptions — Website

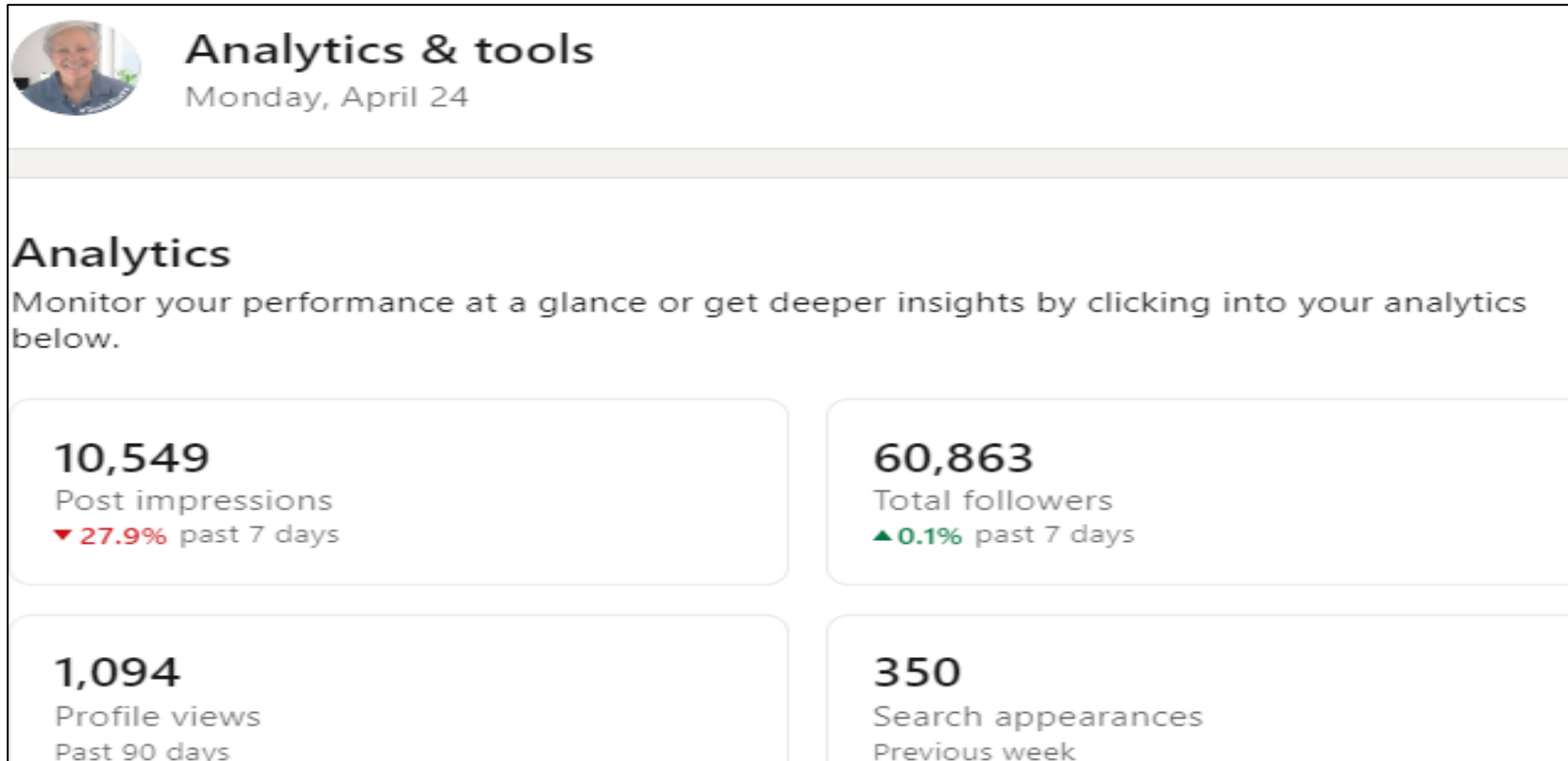
Live 1-Hour Interactive Zoom Workshops

American Grammar DiSC[®] LI Profile Basics



Click to see data as shown on the following slide.
These analytics are all private; no one else can see yours.

Analytics: 2 of 3



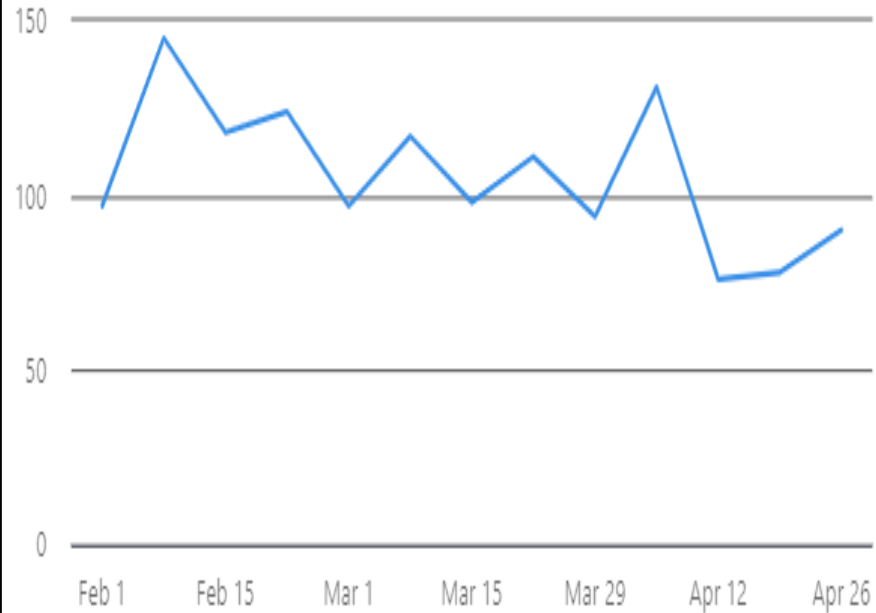
If someone asks to link, click on “Profile Views” to find out more about them.

Analytics: 3 of 3

1,083

Profile viewers

▲15% previous week



Edward Tchappat · 3rd

Sales Account Manager at Virtue Plus

Viewed 51m ago

Message



Stella ★ **Da Silva** · 1st

International Trainer with clappers in tow for all things Employability Skills | A-ha/Lightbulb moments with Stellalicious twists to showcase a better YOU on your CV/Resumé | Troll Slayer showering naysayers with ❤️'s.

Viewed 59m ago

Message



Britt Crawford · 1st

"The funniest accountant on LinkedIn!" 🤪


Viewed 14h ago

Message

You can see who viewed your profile in this next area.


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Activity: 1 of 6

 **Jeff Young (RESPECT to All)**
#TheLinkedInGuru (Teacher), Professional Networker, Volunteering - getting paid in 3 "Cs", Coffee, Conversatio

Activity ✓ Following
42,785 followers


Jeff Young posted this • 1d

 **#TheLinkedInGuru #GuruGoodNews** My good news this time is not just for a day, but for years worth of having a wonderful relationship with **Malka Bendor** and the great folks at **Jewish Family Services**. ...show more

 75 178 comments

Jeff Young posted this • 4d

#TheLinkedInGuru #GuruGoodNews A week ago I was honored to be a guest on **Gillian Whitney's** LinkedIn LIVE for a seventh time. ...show more

 **Cracking the QR Code on LinkedIn**
16 pages

2023: This is how our last few comments/shares currently show up on our profile.



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Activity: 2 of 6

The screenshot shows a LinkedIn profile for John White, MBA. The profile header includes his name, a LinkedIn icon, and a bio: "Helping brands become visible | Fractional CMO | Former Inc. Magazine Columnist | Celeb Interviews: Mark Cuban & Marcus Lemonis". It also shows 51,664 followers and a "Message" button. The "John's Activity" section has three filters: "All activity" (highlighted in green), "Articles", and "Documents". A red arrow points to the "Documents" filter. Below the filters, there is a notification: "John White, MBA loved your comment on this". The main activity is a post from John White, MBA, dated 49m ago, with the text: "Do you ever get so busy working on your clients that you forget to work on yourself? It becomes harder and harder to call yourself an expert at your craft if you don't practice what you preach." Below the post is a link to an article from "FAMOUS TIMES" titled "How Social Marketing Solutions Founder John White Helps Entrepreneurs Monetize Their Brand", published by Alina Griffin on April 24, 2023, in the Business category. The article features a photo of John White.

Click on
“Articles,”
“Posts,” or
“Documents”
to see
what they’ve
created.

(FYI: John was
my first mentor
here. Is a great
friend!)

Activity: 3 of 6

Always offer value to the author by commenting on something specific you liked in or about the article, post, or comment.

Tag the author to let them know you mentioned them.



Gillian Whitney

Video Marketing Coach for B2B professionals 🎬 Teaching the Easy Peasy Way to Make LinkedIn Videos ☆ Google

Activity

5,082 followers



John Espirian thanks for the shout John Espirian. Happy to answer question...

Gillian replied to a comment



Lynnaire Johnston that is so exciting. Love Jana Radonjić's creativity. 🙌

Gillian replied to a comment



Jane Handforth you are so right.

Gillian replied to a comment



~Rachel Simon ah... okay now I get it. Still not rolled out to me yet!

Gillian replied to a comment

[See all activity](#)



Activity: 4 of 6

Activity

1,295 followers

Scott hasn't posted lately

Scott's recent posts and comments will be displayed here.

[Show all activity →](#)

Of course, you might sometimes see this ... you can click just to see if the person liked something, but clearly Scott isn't terribly active on LI.

Activity: 5 of 6

Activity [See all](#)
8 followers

 <p>Congratulations to everyone who benefited from our best earn bitcoin... [Redacted] shared this</p>	 <p>Congratulations to everyone who benefited from our best earn bitcoin... [Redacted] shared this</p>
 <p>Congratulations to everyone who benefited from our best earn bitcoin... [Redacted] shared this</p>	 <p>Congratulations to everyone who benefited from our best earn bitcoin... [Redacted] shared this</p>

Activity
5 followers

 <p>Open to a new connections [Redacted] commented</p>	 <p>Open to a new connections [Redacted] commented</p>
 <p>Open to a new connection [Redacted] commented</p>	 <p>Open to a new connections [Redacted] commented</p>

[See all activity](#)

Activity
2,147 followers

 <p>Appointment Employment application is going on with the Recuritment HR email... [Redacted] replied to a comment</p>	 <p>Appointment Employment application is going on with the Recuritment HR... [Redacted] replied to a comment</p>
 <p>Appointment Employment application is going on with the Recuritment HR email... [Redacted] replied to a comment</p>	 <p>Appointment Employment application is going on with the Recuritment HR... [Redacted] replied to a comment</p>

[See all activity](#)

Activity: 6 of 6

Military Service at United States Department of Defense



[Redacted Name]

Military Service at United States Department of Defense

TUESDAY




[Redacted Name]

Hello there...with due respect, I'm sorry I don't meant to violate your privacy, but it's said that a picture is worth a thousand words when I saw yours I was so impressed and I do admire it...

[Yes, interested...](#) [No thanks...](#)

Invitations Manage



[Redacted Name]

Oil And Gas Plant Company at Oil And Gas Plant Company

Ignore [Accept](#)

Hi dear, how are you doing ,nice meeting you hear

Reply to [Redacted Name]

Or these!

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Experience



The image shows a LinkedIn profile for Dennis Pitocco. At the top, there is a circular profile picture of a man with a mustache, wearing a dark shirt. To the right of the picture is the text "360° nation" in large blue letters, with "HUMANITY REDISCOVERED" in smaller yellow letters below it. Below the profile picture, the name "Dennis Pitocco" is displayed with "1st" next to it. Underneath the name is the title "CHIEF REIMAGINATOR | AWARD-WINNING 360° NATION". Below the title, there is a short bio: "Talks about #changetheworld and #awardwinning". The location "Greater Tampa Bay Area" is listed, followed by a "Contact info" link. At the bottom, there is a link "MORE ABOUT 360° NATION PLUS" with an external link icon. To the right of the bio, there is a logo for "BIZCATALYST 360°" consisting of four colored squares (yellow, orange, purple, green) and the text "BIZCATALYST 360°". A notification bell icon is visible in the top right corner of the profile area.

Dennis Pitocco · 1st
CHIEF REIMAGINATOR | AWARD-WINNING
360° NATION

Talks about #changetheworld and #awardwinning

Greater Tampa Bay Area · [Contact info](#)

[MORE ABOUT 360° NATION PLUS](#) 

 BIZCATALYST 360°

LI profiles – and even résumés now – should be personable.

Connections want to know who we are as people. Using the narrative style works well.

Speak from the brain and the heart.

Last Sections

Education: Whatever you deem it to be

Volunteer Experience: Helps others see you in another light

Skills & Endorsements: Easy to give and receive

Recommendations: Given or received

Accomplishments: Honors you have received

Interests: Who or what interests you

More added in 2023 ...



Part II: Succeeding on LinkedIn

The Top Menu Bar
My Network
Connecting
Building Your Network
Tagging
Hashtags
Your Thoughts/Ideas
Referrals

Your thoughts / ideas

I value your thoughts and ideas.

Enough info to get you started?

What would you add? Remove? Change?

What was your best takeaway?

Referrals

Currently booking FREE 1-hour sessions with Chambers, other civic organizations, or companies anywhere that would like to host this via Zoom or any other video site.

susanr@grammargoddess.com

www.grammargoddess.com

<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>