

# Getting started with LinkedIn

Getting Started #1, v. 0.9, December 2014.

## **1. Get a professionally looking photo.**

This means it should be taken by someone who understands what a shallow depth of field is, and who uses a portrait lens costing at least € 300.

## **2. Write a headline.**

Use the 120 characters wisely to describe who you are to your desired target group.

## **3. Write a summary**

Make this brief and very focused; my suggestion is to use less than 400 characters.

## **4A. Go crazy and fill your page with lots of interesting stuff about you.**

alternatively

## **4B. Compile carefully selected material to create a professional persona**

What you present on your LinkedIn page should be based on your personal communication strategy. Some people want to appear as renaissance persons, others want to appear as very goal-oriented.

## **5. Ask some trusted friends and colleagues to write Recommendations**

## **A Crastina Checklist**

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