



## Introduction

LinkedIn started in the living room of co-founder Reid Hoffman in 2002 and officially launched on 5 May 2003. Its mission is to 'connect the world's professionals to make them more productive and successful' and its vision is to 'create economic opportunity for every professional'.

In 2016 Microsoft purchased LinkedIn for \$26.2 billion. The companies share a common mission – empowering people and organisations to be more productive (Microsoft's mission is to 'empower every individual and organisation in the world to achieve more'). By working together, there is the potential to create a technology platform that will foster office collaboration, sharing and productivity on a whole new scale.

LinkedIn is made up of company pages and personal profiles. As people do business with people, the power of LinkedIn lies in using a personal profile to make connections and sharing content to stay front-of-mind. This guide does not cover LinkedIn Company Pages.

- LinkedIn has nearly 675+ million users in more than 200 countries and territories worldwide (April 2020).
- 43% of LinkedIn's registered members are female, 47% are male (April 2020)
- The highest percentage of registered members on LinkedIn are aged 25-34 years (April 2020).

## Why should you use LinkedIn?

As a business-to-business (B2B) platform, LinkedIn allows users to create 'connections' with people, who can then build up a professional network of contacts comprising 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>-degree connections.

- 1st-degree - People you're directly connected to because you have accepted their invitation to connect, or they have accepted your invitation.
- 2nd-degree - People who are connected to your 1st-degree connections.
- 3rd-degree - People who are connected to your 2nd-degree connections.

Traditionally seen as a tool for recruitment, LinkedIn has many more benefits, including:

- Showcase your experience, skills and career achievements
- Creating and maintaining awareness of your brand
- Promoting content you have created or curated
- Finding new business opportunities
- Finding suppliers and partners
- Gaining referrals and recommendations
- Driving traffic to your website
- Identifying and monitoring competition
- Keeping up to date with business news, trends, and opinion
- Undertaking market research
- A place to learn new skills

## BEFORE WE BEGIN – A NOTE ABOUT ACCOUNT TYPES

### LinkedIn basic (free) account

A basic (free) LinkedIn account is for anyone who wants to create and maintain a professional profile online.

With this account you can:

- Establish your professional identity
- Build and maintain a professional network
- Request and provide recommendations
- Search for and view profiles of other LinkedIn members
- Receive unlimited InMail messages
- Create and join LinkedIn groups

There's plenty you can do with a free account; in fact, until you 'hit a wall' with a free account and need additional functionality, I recommend that you don't upgrade.

### LinkedIn premium subscriptions

LinkedIn has several premium subscription options, including:

- Premium Business
- Premium Career – for job seekers
- Recruiter – for recruiters
- Sales Navigator – for business development

#### Premium Business

LinkedIn's premium business account will display a gold 'premium profile' badges on your profile and next to your name in search results. The account also offers some additional functionality to the basic account:

- Unlimited people browsing
- 15 InMail credits a month to send direct messages to anyone on LinkedIn
- The opportunity to see everyone who has viewed your profile in the last 90 days (without premium, you can only see the last 5 people to view your profile). You'll also see the keywords people are using to find you and the industries and locations of your viewers—insights to help you improve your profile and be found more often.
- Access to the LinkedIn Learning library of 10,000+ online learning courses (updated weekly)
- Access to business insights on Company pages

#### Premium Career

The Premium Career account is great for active job seekers. It includes the following features, in addition to those of the basic account:

- 3 InMail credits a month to send direct messages to anyone on LinkedIn
- The opportunity to see everyone who has viewed your profile in the last 90 days (without premium, you can only see the last 5 people to view your profile).
- Insights to help you see how your education, skills etc compare to a company's current employees and other applicants
- Apply to jobs as a featured applicant

## Recruiter and Sales Navigator

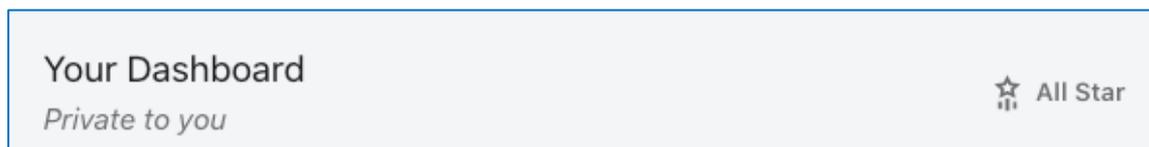
I believe that Sales Navigator offers more functionality to a recruiter, at a slightly lower monthly price. Sales Navigator has advanced search functionality and a 'Lead Builder' for saving searches and monitoring prospects.

Sales Navigator is essentially a relationship management tool. A Sales Navigator account has a separate home page only showing activity from leads (ie not your connections) therefore allowing you to focus your attention on those prospects (up to 1500 saved leads). You can also tag and make notes within Sales Navigator and receive alerts. Both Recruiter and Sales Navigator accounts provide additional InMail credits, over and above a premium business account. 30 for Recruiters, 20 for Sales Navigator.

## AN ALL STAR LINKEDIN PROFILE

It's essential not to dive into LinkedIn before you are ready. This means setting up your profile so that anyone who takes a look can see you for the business professional that you are.

You will see the strength of your profile when you are viewing your own profile:



An All-Star status simply means you have completed the key sections of your LinkedIn profile, namely:

- A profile photo
- A headline
- Industry and location
- About section
- Education section
- Experience section
- Skills section
- A minimum of 50 connections

When your profile is complete, ie 'All Star', you can hope to receive more profile views and to create more opportunities for you and your business.

However, it takes a little bit more effort than simply adding content to the different sections. To get results you need to write your LinkedIn profile in a focused way.

You need to write your LinkedIn profile for your intended audience – whether that's a future employer, future business client, or future business partner.

A LinkedIn profile is a living document and can be amended quickly and simply at any time. My top tip is to diarise a regular event in your calendar to ensure your profile is up-to-date, and if you have particular key meetings, such as an interview or business presentation, check your profile a few days before to ensure it is up-to-date for the people who are likely to be checking you out online.

## PROFILE SETTINGS

Before making any more updates to your profile make sure you have the sharing profile edits setting switched off. You don't need to make your network aware of every change you make.

- Login to your profile
- Go to 'Me', underneath your photo, at the top of your LinkedIn homepage
- Click 'Settings and Privacy'
- Go to 'Privacy'
- Click on 'Share job changes, education and work anniversaries from profile'
- Switch off

These settings do not contribute to All-Star status, but I believe it's essential that you know what information you could be sharing with your network.

It is worth reviewing all the account, privacy and communications settings on your profile, but there's a few I specifically want to make you aware of:

### **Who can see your connections?**

By default, your 1<sup>st</sup> degree connections (people you are already connected to) can see your whole list of connections. Do you want to share all of this information, with every connection?

There are two options:

- Your connections – if you are happy to share your connections openly, this is the option to select.
- Only You – Are you connected to competitors or individuals that might find value in your connections list? If you have any concerns about people looking through your connections list, select 'only you'.

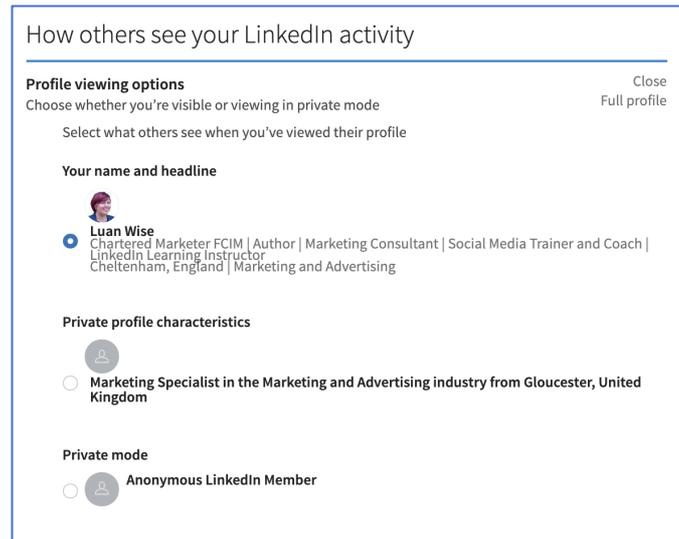
•  
No matter which setting you choose, your 1<sup>st</sup> degree connections will always be able to see the connections you both share.

### **Viewers of this profile also viewed**

When you're looking at someone's profile you may notice a list of other LinkedIn profiles that visitors have looked at. It's down the right-hand-side when you're looking at a profile on a desktop computer.

There's two ways to consider this – you can view it as an opportunity because more people may view your profile or you might also see this negatively. This is because it is highly likely to show up your competition! Personally, I switch this setting off. If people are searching for a marketing consultant I want them to focus on my profile, not a list of profiles that other people have also been viewing.

## Profile viewing options



There are three settings that allow you to leave a digital footprint (or not) on the LinkedIn profiles you are viewing.

- **Your name and headline.** This means you are fully visible. It also means you will be able to view who has looked at your profile (only the last 5 viewers if you have a free account\*)
- **Private profile characteristics.** This option is pointless. If you see this kind of information when you look at who's viewed your profile, click on it. You will then see a shortlist of people matching the profile characteristics; it's usually easy to spot who's been looking at your profile!
- **In complete private mode.** Although LinkedIn is a 'social' tool, sometimes you need to go into private mode and leave no footprint... for example when you're carrying out competitor research! Switch to this setting while you do your research, and then switch back to 'your name and headline'. LinkedIn will not retrospectively advise people that you have viewed their profile and you will lose only a small amount of the information about who's viewed your profile while you were in private mode.

## You are now ready to start making updates to your LinkedIn profile

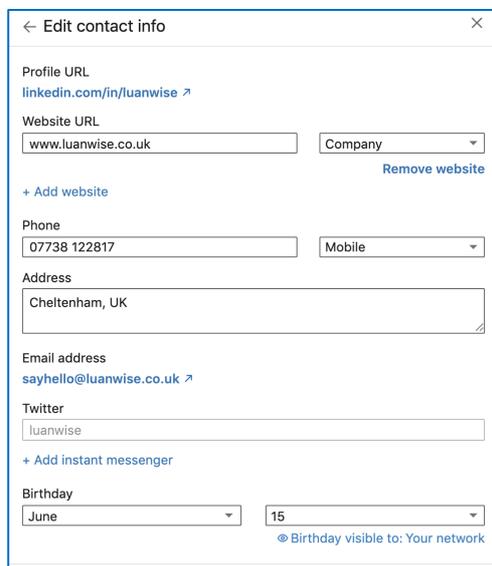
Whether you have already set up your LinkedIn profile, or are starting from scratch, some basic information needs to be included.

**A photograph** – an up-to-date, professional image of you, looking to the camera is what is needed here. Think about how you would present yourself at a business meeting (ie you wouldn't dress for a beach visit or a party). The photography will appear quite small, so make sure it's clear and that you are easy to recognise both online and if meeting in the real world.

**Your name** – please ensure that you only include your name in this section. There is no need to include accreditations, descriptors, emojis, or anything else here.

**Your industry and location** - these fields of information may seem insignificant, but they are very important in terms of how people search. LinkedIn allows you to choose only one industry and one location. Since many of us wear more than one hat and do business nationally, or even globally, this can be challenging. Consider what criteria your prospective customers are most likely to search for and remember that you can always change your selection.

**Contact** – edit your contact details. These will only be visible when you are 1<sup>st</sup>-level connections, but it's useful for your network to be able to get in touch with you easily. In the 'website URL' section you can add up to 3 separate links; to do this change 'Company' to 'Other'. It is up to you how much information you want to include in terms of your address and if you want your birthday to be visible, or not. I work from home so do not include my full address, and I don't include my birth year! I choose to include my birthday because receiving birthday messages allows me to respond and have conversations with my network... I'm always looking for triggers to send messages.



← Edit contact info ×

Profile URL  
[linkedin.com/in/luanwise](https://linkedin.com/in/luanwise)

Website URL  
  [Remove website](#)

+ Add website

Phone

Address

Email address  
[sayhello@luanwise.co.uk](mailto:sayhello@luanwise.co.uk)

Twitter

+ Add instant messenger

Birthday  
  [ⓘ Birthday visible to: Your network](#)

## HOW TO WRITE A LINKEDIN HEADLINE THAT GETS NOTICED

My number one tip for improving a LinkedIn profile is to **change your headline**.

You've got **120 characters** that need to work hard, get you found, and explain what you do. Along with your name and photo, the headline text that sits beneath it travels all around LinkedIn, attached to everything you do.

It's the shortest elevator pitch or job interview ever – so make sure you don't just stick with the default current job title and company name option.

- If you work for an organisation, take the opportunity to provide a short explanation about what the organisation does.
- Can you add details about your areas of specialism?
- Can you name the kind of people you're targeting?

And, if you are looking for a new job – DON'T put 'looking for new opportunities' as your headline. Add words instead that outline the job role you are seeking and the skills you have. Be specific (and remember that you can change it).

Use commas or vertical bars to separate phrases, but I recommend that you don't use emoji's or symbols.

They make your headline stand out, but not always in a good way.

It's not just about LinkedIn search; your LinkedIn headline will also appear in Google Search results for your name.

## WHY YOUR LINKEDIN PROFILE NEEDS DETAILED EXPERIENCE DESCRIPTIONS

- Did you copy and paste your CV into LinkedIn?
- Have you just listed out your job titles, places of work, and dates?

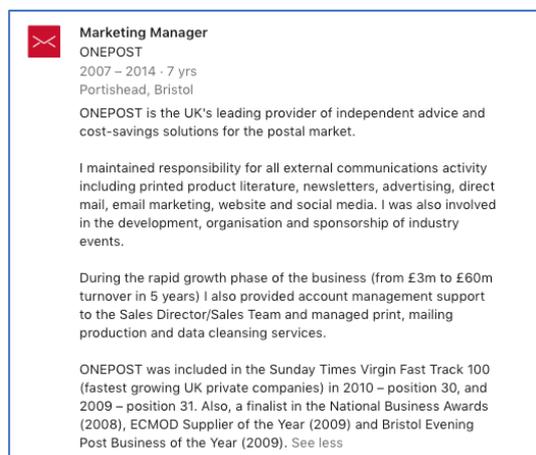
If the answer is yes, you need to add detail to the experience section, focused on the information the person you want to be reading your LinkedIn profile needs to know. This will be different if you are looking for a new job, or if you are in a current role working on new business development, for example.

Start your experience description with an overview.

For every job, describe your role, your key responsibilities and achievements. Do not list the bullet points from your job description!

You want your profile to be found, and that can only happen if your profile includes keywords; ie those words that people will be searching for. If you write clear descriptions these words will appear naturally.

Now is also the time to add some information about the company – prepare a standard description and share it with any colleagues on LinkedIn so that all profiles are consistent.



**Marketing Manager**  
ONEPOST  
2007 – 2014 - 7 yrs  
Portishead, Bristol

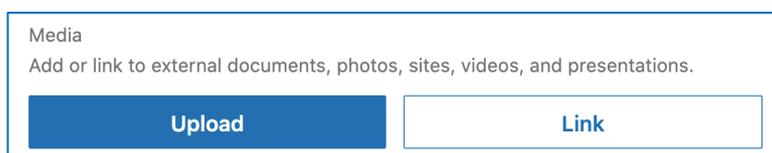
ONEPOST is the UK's leading provider of independent advice and cost-savings solutions for the postal market.

I maintained responsibility for all external communications activity including printed product literature, newsletters, advertising, direct mail, email marketing, website and social media. I was also involved in the development, organisation and sponsorship of industry events.

During the rapid growth phase of the business (from £3m to £60m turnover in 5 years) I also provided account management support to the Sales Director/Sales Team and managed print, mailing production and data cleansing services.

ONEPOST was included in the Sunday Times Virgin Fast Track 100 (fastest growing UK private companies) in 2010 – position 30, and 2009 – position 31. Also, a finalist in the National Business Awards (2008), ECMOD Supplier of the Year (2009) and Bristol Evening Post Business of the Year (2009). [See less](#)

Within your experience section, you can add or link to external documents, photos, sites, videos, and presentations. This is another way to highlight your profile's use as a 'living document', by sharing content, and can be a great way to drive traffic to your website. You will see the following section within the 'edit' box to upload or link to media.



Media  
Add or link to external documents, photos, sites, videos, and presentations.

**Upload** [Link](#)

Finally, don't forget to make sure that you link each job to the relevant Company page. The Company's logo will then show on your profile and you'll show up as an employee when people look at the business details. This is important, even if you're a sole trader... simply set up a Company Page, complete the details, and link your personal profile to it.

Note: If you have gaps between jobs, use year-year format rather than month/year-month/year. This will also stop you from receiving 'congratulations on your work anniversary' notifications (some people dislike these).

## HOW MANY SKILLS HAVE YOU GOT LISTED ON YOUR LINKEDIN PROFILE?

LinkedIn Skills and Endorsements – by far the biggest subject discussion in any LinkedIn training session!

Whatever you might think about the skills section and LinkedIn endorsements, the skills you list are an important part of getting your profile found. Anyone searching for a new business contact, supplier or employee will be using skill-related keywords.

If you don't have **50 skills** listed on your LinkedIn profile, it's time to head to this section right now.

- Click '**Add a new skill**'.
- Type the name of a skill in the **Skill** text box and choose relevant options (one-by-one) from the dropdown list that appears.
- Once selected, it will automatically be added to your list of skills.



Check over the skills you currently have listed to ensure they are up-to-date and relevant. Consider including skills relevant to your business, your organisation, and your industry.

Once you have skills on your profile, your 1<sup>st</sup>-degree connections can endorse them with one click. This is not my favourite feature on LinkedIn, in fact, I have mine switched off – for several reasons:

Many LinkedIn users are what I call, 'click-happy'. The pop-up box as soon as you visit a profile asks you to endorse straight away – it's in your face and people click, without too much thought. And for me, this removes the value and credibility of the endorsement.

As careers develop the list of skills you want to be recognised for changes. Not only does this require management, but it means that the number of endorsements can misrepresent what someone is skilled at. I believe that other sections of a LinkedIn profile tell a much stronger story than the skills listing and that its primary focus is for getting found.

To opt-out of receiving skill endorsements:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**
3. Scroll down to the **Skills & Endorsements** section and click the **Edit** icon
4. Click **Adjust endorsement settings**
5. In the **Endorsements** pop-up window, switch the toggle next to **I want to be endorsed** to **No**
6. Click the **X** in the right corner to save

**Recommendations** from clients and colleagues, however, are a far more credible way of recognising the value of your work. They can be used to add to your professional story. My preference is for quality over quantity and to select carefully who you would like to appear on your profile and to liaise with them over a recommendation that works for you (and vice versa if you are ever giving recommendations). A high number of recommendations that say no more than 'she's great', do not add value to anyone (in my opinion).

To request a recommendation from your profile:

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Select **View profile**
3. Scroll down to the **Recommendations** section and click **Ask for a recommendation**
4. Type the name of the connection you'd like to ask for a recommendation in the **Who do you want to ask?** field
5. Select the name from the dropdown that appears
6. Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click **Next**
7. You can include a personalised message with your request by changing the text in the message field
8. Click **Send**

Once your recommendation has been written you will receive a notification. Accept this to include it on your LinkedIn profile.

Top Tip: As part of your LinkedIn profile being a living document, you should manage your recommendations. If you want to 'hide' something provided previously because it's no longer relevant, or if you have older recommendations that need to be updated. Just click on the pencil in the recommendations section.

## SHARE YOUR EDUCATION AND OTHER ACCOMPLISHMENTS ON YOUR LINKEDIN PROFILE

### Education

Information about your education is an important element of your profile (and a requirement for All-Star status). How much detail you include is entirely up-to-you; it might even feel somewhat irrelevant now, but you should include some content in this section.

### Accomplishments

You can further enhance your profile by adding accomplishments. There are a few different sections you can use for this, listed below:

- Publications
- Licenses and Certifications
- Courses
- Projects
- Honors & Awards
- Patents
- Test Scores
- Languages
- Volunteer Experience
- Organisations

If you can add any of these accomplishments sections to enrich your profile, then it's time to do so. You don't need to use them all!

They are all great ways to further highlight your experiences... and of course, they will allow you to include those all-important keywords that will help your profile get found. Projects, in particular, are a perfect way to demonstrate in more detail what you do, and also highlight team working.

- Go to the top of your LinkedIn homepage.
- Find the blue button that says, click '**Add a new profile section**' and select the section you want to add.

## HOW TO WRITE YOUR LINKEDIN 'ABOUT' SECTION

Now it's time to go back to the top of your profile and look at the 'about' section. This is the place to share your career story.

My approach to building an All Star LinkedIn profile is to ensure that all sections are completed, in detail, with the purpose to help your profile get found. Then, when your profile appears in search results – and you have a great photo and helpful headline, people will click through to take a look. At this point, they will read your 'about' section first. They might not even scroll through the rest of your profile until later in your business relationship, for example before an interview or meeting. The 'about' section is your first step to having a conversation.

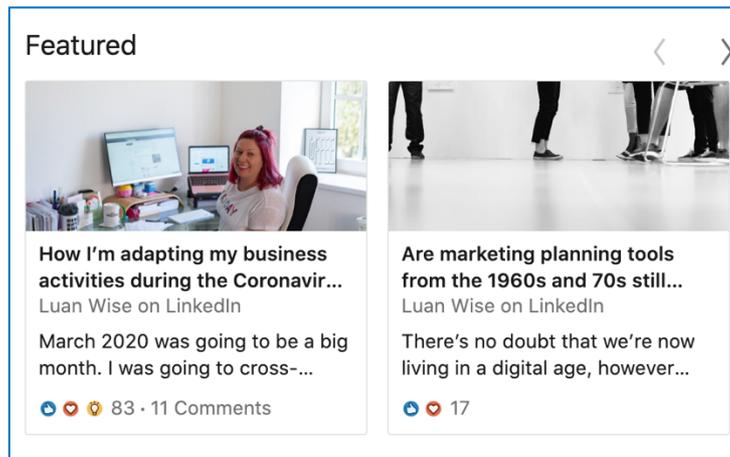
Remember, you are writing your LinkedIn profile with purpose – whether that's to find a new job, or to find clients, ensure that you have a clear audience in mind, and write for them. Be relevant to their needs. Let them know how great you are, and why. It's OK to 'humble brag' if the information is true!

Your LinkedIn summary can be 2,600 characters (including spaces).

- Your first two sentences are most important as visitors to your profile will need to click 'show more' to continue reading
- Write in the first person
- Consider what you do in terms of the value it creates for other people and their businesses
- Highlight your career achievements, and any evidence (eg awards)
- Highlight your personal values – what gets you out of bed in the morning, and why
- Include some interesting insights into your world, including any interesting hobbies or activities
- Don't forget to include a call-to-action at the end of the profile to let your target reader know what you would like them to do next. Include your contact details to make it easy for them too (they will not be able to view your contact details until you are 1<sup>st</sup>-level connections).
- Ask a colleague or friend to review your first draft; it's not easy to write about yourself!

## Featured section

The Featured section is an area on your LinkedIn profile, underneath your About section, where you can showcase work samples. For example, you can feature posts that you've authored, articles you've published on LinkedIn, or external media like images, documents, and links.



To add or link work samples in the Featured section on your profile:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Select **View profile**.
3. Click **Add featured** in the **Featured** section.
  - You can also click the **Add** icon from the **Featured** section.
4. From the dropdown that appears, click the **Add** icon next to the type of work sample you'd like to showcase.
5. In the pop-up window that appears, select the work sample you'd like to feature or enter the required information for the work sample you'd like to showcase.
6. Click **Save** or **Done**.

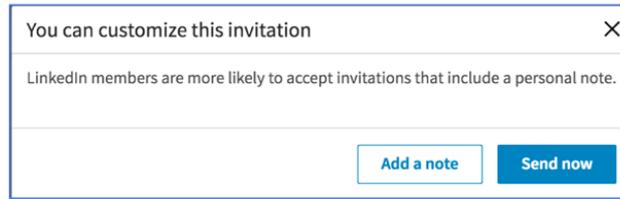
## BUILDING YOUR LINKEDIN NETWORK

When your LinkedIn profile is complete (All Star), you are ready to start building your network. It's easy to use the 'search' on LinkedIn to search for people by name, or via their company. (LinkedIn Search is an advanced topic I cover during a LinkedIn Masterclass, so I won't go into more detail in this guide).

My main frustration with LinkedIn is the absence of being 'social' on social media when people send a request to connect. Adopting an approach to 'being social' will undoubtedly help you to stand out on LinkedIn, help you make a great first impression, and to start conversations.

It's useful to note that LinkedIn does only provide the functionality to send a personalised note when you are viewing someone's profile... but I believe that you should only be sending connection requests to people when you have checked them out, and not be scrolling through a list of search results or 'people you may know' suggestions, clicking 'connect buttons'.

When you are on someone's LinkedIn profile – whether it's on the desktop or a mobile, you can add a note. On a desktop, you will see the following box after you click on the blue 'connect' button. On a mobile, you need to click three dots in the top right-hand corner, when you will then see a pop-up box.

A screenshot of a LinkedIn invitation customization box. The box has a title bar that says "You can customize this invitation" with a close button (X) on the right. Below the title bar, there is a line of text: "LinkedIn members are more likely to accept invitations that include a personal note." At the bottom of the box, there are two buttons: "Add a note" and "Send now".

Here's a useful message format for the connection request. You only have 300 characters available to keep it concise, but don't sell/pitch your business (it's too early in your relationship – you need to build the 'know, like, and trust' factor before doing business together).

Hi <first name>

Introduce yourself briefly.

Highlight something you might have in common, or content you have seen on their profile that you have found of interest.

Share why you should connect.

Regards,  
<name>

Similarly, to keep the 'social' in social media, when I receive a connection request with a message I will respond with a 'thank you'!

If I do not receive a message, I take more control of the situation – after all, someone has made a small effort, but it's not going to turn into a relationship until there's an exchange of message. If I check out the profile and I think it's relevant to my objectives I will send a message (before accepting the connection request). Something like this...

Hi <first name>

Thank you for the invitation to connect.

I don't think we have met in person (please forgive me if we have!).

Could you please share with me a little bit about why you would like to connect, and how we might both benefit from the mutual connection?

Regards,  
<name>

To do this, you need to be using a desktop computer. Go to 'My Network', and select 'Manage All' next to pending invitation requests. You will then see a blue 'Message' option – click on 'Message', and write your reply/message. You can then choose to 'Accept' if the time is right for you to make the connection.

It is also OK to ignore connection requests if they are not relevant to your objectives for using LinkedIn.

## MEASURING SUCCESS ON LINKEDIN

Social media is simultaneously the most measurable marketing channel, and also the one that is most difficult to assess. Like traditional media, a lot of the added value of social media will never be measurable. There are also a large number of social media users who are influenced by social media, but who never interact online. Prospects that don't interact with you directly on social media may still be influenced by repeat exposures to your brand and messaging and may purchase in-store, for example.

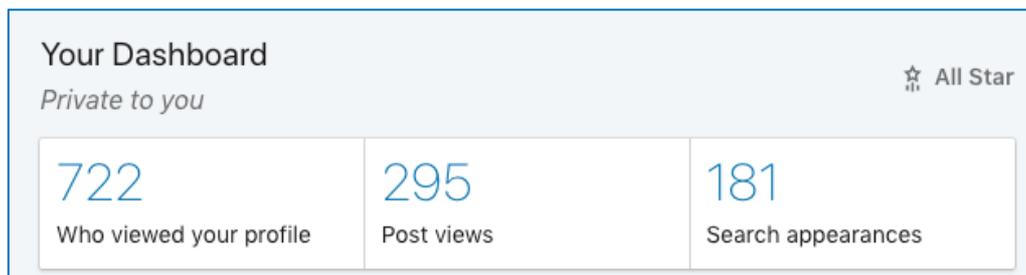
There is also a need to distinguish between the short-term and long-term effects of social media activity. Activities such as competitions will inevitably result in greater immediate engagement, but they may not provide beneficial long-term effects such as brand loyalty and repeat purchases.

The range of social media analytics tools available can also be overwhelming, and although understanding what you are getting back from the time, money and resource you're putting into social media activity are business-critical, the vital factor to bear in mind is that you only need to measure what matters to your business.

- It matters if it's helping you achieve your business goals.
- It matters if you know what to do next when you look at the measurement i.e. what to keep doing, stop doing, and start doing.

The point of measurement isn't just to prove your social media activity has a value, but to use the results to continually improve your activity and increase that value.

### Your LinkedIn dashboard



Every LinkedIn profile has a Your Dashboard section that provides data about its visibility on the platform over time.

These insights include:

- Search appearances
- Who viewed your profile
- Post/article views

To find your dashboard—which is available on both desktop and mobile—look at the top of your LinkedIn profile, below the About section. Note that your dashboard is private to you; no one else can access or view this information.

Appearing in LinkedIn search results is key to helping you achieve your goals on the platform. To find out how many times your profile has appeared in search results in the last week, click Search Appearances in your LinkedIn dashboard. In addition to the number of searches, LinkedIn reveals where those searchers work, you can also see what those people do (their job title).

Getting found on LinkedIn is the first step. The next is to look at who's clicking through and viewing your profile.

The data LinkedIn reveals about people who have viewed your profile is limited for users with a free LinkedIn account. With a premium account, all data is available, assuming users have their privacy settings for profile viewing fully visible.

Note: The visibility of profile viewers depends on the other LinkedIn user's privacy settings, not yours. It's also unrelated to the type of account (free or paid) any user has.

When you click on Who Viewed Your Profile on your personal dashboard, you'll see a graph showing the number of profile views in the past 90 days.



Your LinkedIn dashboard also shows data about the content you share on LinkedIn, including articles, documents, and posts you've published. Content sharing is a key activity for LinkedIn, but not covered as part of this guide.

## Google analytics

One of the key benefits of social media is to drive traffic to your website; a place on the internet that you have control of. After all, you're only really renting space on Twitter and the other social media platforms... and probably not even paying a fee for it!

After reviewing your LinkedIn dashboard, it's a good idea to take a look at Google Analytics. Scroll down to 'acquisition' and take a look at how visitors are arriving at your website ('acquisition overview'). Click on 'social' to get a breakdown by each social media platform.

Here you are looking to see how much traffic comes to your website via Twitter. But it's not just about the volume of traffic – it's also useful to look at what your visitors from Twitter do next on your website. Do they just disappear (bounce), or do they visit several pages of your website, for example?

If you want to dive deeper into Google Analytics I would recommend taking this, [free online course](#).

## Next steps

I hope you have found this guide to building an All Star LinkedIn profile useful. Your next steps will be defined by your and your business objectives (rather than a generic guide!).

Please do take a look at my LinkedIn profile as you will see evidence of all the information outlined in this guide. [www.linkedin.com/in/luanwise](http://www.linkedin.com/in/luanwise)

If you have any questions about your profile or would like further guided support for using LinkedIn, please get in touch. I regularly host LinkedIn masterclasses.

**Email:** [sayhello@luanwise.co.uk](mailto:sayhello@luanwise.co.uk)

## About the author of this guide

**Luan Wise** is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with more than 20 years' experience in agency, client-side, and consultancy roles. She has worked across a variety of industry sectors including office supplies, postal services, manufacturing, recruitment, higher education, and professional services – for household names, award-winning institutions, and small but perfectly formed local businesses.

A specialist in social media – Luan was recognised by LinkedIn as part of their International Women's Day #bestconnected campaign in 2015, naming her one of the top 5 female marketers in the UK. A year later she was signed as a course instructor for LinkedIn's online learning platform. Luan is also a lead Blueprint trainer for Facebook and Instagram and a coach for Google's Digital Garage initiative. She is author of the award-winning book 'Relax! It's Only Social Media' and creator of the 'Social Media Planner' which is listed by the Independent as one of the '9 best books for entrepreneurs'.

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