

Your online presence on LinkedIn

Five takeaways - CHAINS 2020

1. Update your profile

Make sure that all information people can find about you is at least up to date. Pay extra attention to your headline and the 'about' section. What's the first impression you want to make, which words do you want to be found on?

2. Listen carefully

Is your current network in the right place to reach the next step in your career? If not -> make new connections!

LinkedIn has a great [search functionality](#), use it to find relevant content and relevant people.

3. Interact because it's a social network

First step in interacting on LinkedIn is by liking other content, also outside your network. A step up is commenting. This is a good way to be visible, to add value and to create impact. Make sure your comments are on topic and relevant.

4. Share your own content

Share your story through status updates. A few tips:

- Create your own content instead of sharing others
- Use 3 up to 9 relevant hashtags
- Mention other accounts, but don't overdo it
- Make people stick with your update. (Is that hyperlink really necessary?)

5. Enjoy!

And when you still have questions, or want a more indepth training, feel free to reach out! I am happy to help. karlijn@noscura.nl