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**8 THINGS YOU NEED  
TO DO TO GROW YOUR LINKEDIN  
PROFILE AS A PROFESSIONAL IN  
THE TECHNOLOGY INDUSTRY**



# DEFINE YOUR BRAND,

Questions to explore to help with clearly defining your personal brand include:

- Who are you?
- What do you do?
- Who do you serve?
- What's your unique value proposition?
- What's your personality?
- What are you passionate about?

Your personal brand is your foundation.

Write down the key words and statements that come to mind.

## DEFINE YOUR OBJECTIVES,

Understanding what you want to achieve by using the LinkedIn platform is crucial, because it helps to guide your efforts.

What are your goal outcomes?  
Therefore, what metrics matter?

You may have several objectives and, importantly, your objectives are likely to change throughout your career.

For example, your current objective may be to stand out to recruiters but your objective in 2 years time may be to promote the work you do with your employer.

## OPTIMISE YOUR PROFILE,

LinkedIn allows you to upload and add a range of content to your profile. There are a few baseline priorities for optimising your profile, which are:

- Personalise your headline (add keywords or perhaps a statement)
- Make sure your profile picture is set to 'visible to public'
- Include a call to action in your summary / about section

Your LinkedIn profile is like your own personal website - make sure it's optimised so you make the most of your traffic!

# CHOOSE CONTENT FORMATS,

Creating and publishing content isn't as overwhelming as it may appear. Always speak from the heart.

A great place to start is by focussing on conversations you're passionate about and or those that you have knowledge about.

Great content formats for LinkedIn include:

- Articles
- Polls (great for research!)
- Videos

Pay attention to what formats perform best with your audience!

## CHOOSE HASHTAGS,

Hashtags play an increasingly important role within the algorithm constructs of LinkedIn - you can use them to teach the algorithm what you're interested in.

Consider 'micro' (e.g. #nanotechnology) and 'macro' (e.g. #technology) hashtags.

Search hashtags on LinkedIn to assess the types of content and activity surrounding the respective conversational topics.

It's best to use 3-5 hashtags for each LinkedIn post - the first 3 (in chronological order) become a part of the URL for the post!

## CREATE CALLS TO ACTION,

Your calls to action should align to your objectives - for example if you're trying to attract a new employment opportunity, your call to action may be "Reach out if there may be an opportunity for us to work together" versus if your objective is to generate leads it may be "Reach out to discover how we / I can support your [x] goals".

When defining your calls to action, ask yourself "what's the best next step for my target audience after [watching this video / reading this article / visiting my profile]?"

Show your audience the path forward!

## **CREATE & PUBLISH CONTENT,**

Most people rush to this step. The preceding steps are crucial for maximum performance and optimisation of your profile on LinkedIn.

For example, if you simply start publishing content without having optimised your profile basics then your target audience are likely not to 'do what you want' when they arrive on your profile (consider the art of conversion rate optimisation!).

### **Bonus tip...**

Know yourself, your customer and your competitor.



# HAVE FUN,

Attracting, engaging, retaining and serving your target audience(s) should give you joy!

Practice makes progress.

Listen to and learn from your audience, always.





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