



## **Career Corner: Increase Your Visibility in the New LinkedIn Interface**

**Summary.** LinkedIn now highlights the first 220 characters of your LinkedIn Summary. For most people who view your profile, that is the only part of your Summary they will see. It is critical that the first 220 characters of your Summary promote your professional brand in a concise and easily digestible form.

LinkedIn does not help you here. It just plucks the first 220 characters out of your Summary without consideration for context. Make sure that you use your 220 characters in a way that completes an idea and doesn't leave misplaced or floating letters, spaces, etc.

**Top Three Skills.** LinkedIn will now highlight only three of your skills from your Skills section. You can choose which three skills are highlighted (it defaults to the first three), so it is important that you choose the three most important skills that help promote you.

You can move and reorder (or even add) skills when you are editing your profile. Remember, your profile is now static. Scroll down to "Featured Skills & Endorsements" and click on the pencil icon to reorder or add new skills.

LinkedIn now highlights Endorsements you have received for your skills from people who are "highly skilled" in that area. As a result, an Endorsement of each of your top three skills from a well-known expert will help you build extra credibility.

**Articles and Activities.** LinkedIn has combined and now features your LinkedIn published articles and your last three LinkedIn activities. While many have decried this change as part of the "Facebookification" of LinkedIn, it does provide an important opportunity to promote your brand.

Users are much more likely to see and read your updates and content that you "liked" on LinkedIn, etc. It is now critical to remain active, so your Activities refresh frequently, and to make sure that all your activity, including the articles and updates you like, help promote your professional brand.

**Do not contribute to LinkedIn's "Facebookification." Only share material that helps promote your professional brand. This is not the place for family news or pictures, etc.**

*Excerpts from Shipiro, Chaim, LinkedIn Career Corner Article from 5 Towns Jewish Times posted 03/24/2017 found at <http://5tjt.com/linkedin/>. Accessed 03/24/2017*