

Getting The Most Out Of LinkedIn

Key Facts, Basics, Tips & Tricks for Getting the Most out of LinkedIn

By Anne Veenstra for Moms in Marketing - June 2023



OVERVIEW

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KEY FACTS

2003

launched

930Mio

active users
of which 10.8
mio in NL 

200+

countries

58Mio

companies

25-34

average age



57,2%



42,8%*

statista, 2022

THE BASICS

TOP REASONS TO USE LINKEDIN

1. Professional networking
2. Job opportunities
3. Personal branding
4. Industry insights & learning
5. Business and partnership opportunities



5 KEY PROFILE ELEMENTS

1. Professional photo & background
2. Compelling headline
3. Comprehensive summary
4. Detailed experience section
5. Skills & endorsements



1. Photo & Background

Do's

- Professional appearance
- Clear and high quality
- Approachability and warmth



Don'ts

- Don't use unprofessional or casual photos
- Don't use outdated or poor quality photos
- Don't include other people

2. Compelling Headline

HIGHLIGHT UNIQUE VALUE PROPOSITION

- Key skills
- Experiences
- Accomplishments

e.g.: Results-Driven Marketing Professional | Driving Revenue Growth Through Strategic Campaigns and Customer Engagement

USE RELEVANT KEYWORDS

- Research industry-specific keywords and incorporate them naturally into your headline

e.g.: Software Engineer | Full Stack Developer | Python, JavaScript, and Agile Methodologies

MAKE IT CONCISE AND ATTENTION-GRABBING

- Use action verbs and impactful adjectives

e.g.: Innovative HR Leader | Transforming Organizations Through Talent Acquisition, Employee Development, and Cultural Alignment

3. Comprehensive Summary

TELL YOUR STORY

- Captivate
- Share
- Highlight

SHOWCASE YOUR VALUE PROPOSITION

- Key strengths
- Highlight area's of expertise
- Demonstrate

PERSONALIZE & ENGAGE

- Use a conversational tone
- Share passion | interests
- Consider extracurricular activities
- Invite to connect!



4. Experience Section

PROVIDE CLEAR AND CONCISE JOB DESCRIPTIONS

- Use bullet points
- Focus on most relevant aspects
- Use action verbs
- Quantify your accomplishments whenever possible

HIGHLIGHT ACHIEVEMENTS & IMPACT

- Again: quantify accomplishments

TAILOR TO YOUR TARGET AUDIENCE

- Highlight skills, experiences & accomplishments that are most relevant to your industry
- Use keywords and industry-specific terminology



5. Skills & Endorsements

LIST RELEVANT AND CORE SKILLS

- Core skills that align with your industry
- Avoid listing too many skills: 5 max!
- Use skills everywhere you can (intro | experience sections)

SEEK MEANINGFUL ENDORSEMENTS

- Credibility
- Ask colleagues, supervisors clients

BE STRATEGIC & SELECTIVE

- Prioritize the skills that are most important
- Focus on quality over quantity



TIPS & TRICKS

& (my) secrets...



1. Grow your network
2. Spread the endorsement love
3. Engage, engage, engage
4. Create, create, create

Q&A



LET'S GET IN TOUCH



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