

10 LinkedIn Mistakes To Avoid

Using unprofessional pictures

Use images that represent you and your field positively.

Neglecting to check for typos.

Typos could look like a lack of care to future clients, customers, or employers.

Neglecting to include graphics

People are more likely to view a profile with images. When they can see your face they're also more likely to trust you.

Not thinking about your headline

A LinkedIn headline is the first thing viewers see after clicking. Sometimes, it's all someone will read unless it catches their interest.

Messaging People You Don't Know

Seek to build a relationship in a group first, and then reach out privately.

Not personalizing requests

Personalize connection requests, referral requests, and any other direct contact and you'll increase the likelihood of getting a positive response.

Using your phone to connect with people

Until they improve the technology, LinkedIn currently doesn't allow for personalization with phone connections.

Not creating a vanity URL

It's easier to say, "Connect with me on LinkedIn at MyName" than it is the ugly link given automatically.

Not including a summary

Use this important space to get more views by including keywords people may use to find you.

Including unrecognized skillsets

Use names of skills that are close to yours by using LinkedIn's auto-fill feature for best results.