



HOW TO MAINTAIN YOUR "LINKEDIN" ACCOUNT

A professional's guide to staying engaged and building connections.

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ADD/CONNECT WITH PEOPLE YOU ALREADY KNOW

Having connections is the number one important feature on LinkedIn. It literally puts the phrase "it's not what you know, but WHO you know" into action. When building connections, think about current/former co-workers, supervisors, team members, and/or classmates in your field. Your connections determine your newsfeed.



ENGAGE WITH THOSE WHO ENGAGE WITH YOU

Your social media posts thrive the most when you respond to comments, like, and follow topics. When people comment on your posts or accomplishments, prioritize a response to increase your views and potential connections with other professionals for networking opportunities.



KEEP YOUR INFORMATION UPDATED

Treat your LinkedIn Account as your virtual resume. You never know when an employer or potential partner may be interested in you. This includes your profile photo, your job experiences, location, and accomplishments.



MANAGE YOUR PRIVACY SETTINGS

LinkedIn allows users to determine how much information is available to the public, regardless of their connectivity as users on the website. Click "Edit Public Profile & URL" to change these settings based on your level of comfort.



OPTIMIZE YOUR POSTS - TEXT ONLY + INSPIRING

According to research, posts on LinkedIn thrive the best when they are in text-only format and use an inspiring tone. You do not necessarily have to write a lot, but it is key to be precise and clear about your overall message or goal.