

01/09

# Avoid These LinkedIn Mistakes!

SWIPE



**SMART**  
**WEB**  
**DESIGN**

# Neglecting your profile picture!

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**Don't use a pixelated selfie or a photo from 10 years ago!**

Imagine turning up to work looking like you just woke up! not a good look. The same goes with your LinkedIn profile picture, this is your virtual first impression!

Skipping your profile photo or using a poor image will leave a poor impression on your current and future connections. In addition a pixelated selfie or an outdated photo won't help either!

Take a snapshot of you in attire that suits your industry and ensure your face is well-lit and visible!

**KEEP SWIPING** →

# Writing a lacklustre headline!

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## Is your headline memorable?

Alongside your profile photo, your headline is as important! Don't waste this opportunity by sticking just your job title. Keep in mind that vague titles doesn't showcase your skills or aspirations.

Rather than just stating your current job role. Add a splash of your expertise and passions. Write a LinkedIn headline that highlights what you do and what value you bring to the table. Don't forget to sprinkle it up with some keywords to help with your **Social SEO!**

**KEEP SWIPING** →

# Ignoring the About Section or Professional summary!

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## The heart of your profile!

This is your chance to tell your story and share your aspirations, so don't leave it blank or stick with a generic resume-like summary. Let your personality shine and talk about your journey!

Inject some character into this section. Make yourself memorable and relatable, whether it's a humorous anecdote or a direct mission statement. Make sure to show your passion!

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# Connecting Aimlessly!

## Quality over Quantity!

Having a thousand connections might seem impressive, but if you're connecting with people you have no real relationship with, it dilutes your networking power. Remember, quality takes the lead over quantity when networking on LinkedIn.

Focus on building meaningful connections with people you've worked with, met at events or shared common interests. A smaller, engaged network can be more beneficial than a massive but disinterested one.

Remember to craft your own LinkedIn connections. Mention where you met, a common interest, or how you admire their work.

**KEEP SWIPING** →

# Posting Carelessly!

## This isn't Facebook!

While posting a picture of your pet might get a lot of likes, it is an ineffective way to showcase your professional insight on LinkedIn. Why? This is a professional platform and is certainly not Facebook. Avoid oversharing personal updates, memes or controversial opinions. Instead, keep your posts professional and relevant to your field.

- Share articles, trends or experiences that demonstrate your expertise and add value to your network!
- Don't forget to add comments or your insights to the content which you share!
- Share your recent conferences which you have attended!

**KEEP SWIPING** →

# Neglecting Engagement!

**Only Collecting connecting won't cut it!**

Imagine attending a networking event and bit talking to anyone! Not fun, the same goes for LinkedIn. Only collecting connections won't allow you to get the most out of LinkedIn. By being passive on LinkedIn won't help your professional growth.

So, make it your habit to engage with your connections' posts - like, comment on and share their content, it's a two-way street. Your involvement shows that you're not just interested in self-promotion but also value others' input.

**KEEP SWIPING** →

# Not Using Automation Tools!

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## Automation is here to help you!

As your profile grows, you will find it overwhelming to keep up with all the daily LinkedIn activities and tasks. This is where automation has you covered. They help you to streamline your outreach efforts.

Tasks which automation tools could help!

- Sending mass messages
- Endorsing skills
- Creating and publishing content

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