

# Locked On To LinkedIn

**Deb Krier's**

SocialLight

Social Media Training Series



## The Three Most Important Components of an Influential Profile

*Get these wrong and you might as well  
not have a profile*

**By Deb Krier, The SocialLight**

# The Three Most Important Parts of Your Profile

While every part of a LinkedIn Profile is important, there are three elements that are critical: the Photo, the Professional Headline and the Summary.

## Photo

It's crucial to have a photo that is a good representation of what you currently look like in your professional life. While it doesn't have to be taken by a professional photographer, it should look professional. This is not the place to post a casual photo! It's important to look warm and inviting. When someone looks at it, you want them to know what it's like to talk with you. Make "eye contact" and smile! It's OK to dress as you'd normally dress when you do business. Do **NOT** use your logo!



To change your photo, click the "Edit" button. You'll then see a small camera icon. Click it and upload your new photo. You can position it and crop it. Finally, you determine "who" sees it—but if you go to all this work, you want everyone to see it!

## Professional Headline

Without a doubt, this is one of the most important fields in LinkedIn—and it should *not* be your job title! It *should* describe what you do (or what you want to do). You have **120 characters** to describe yourself to your target audience. Use descriptive terms that makes someone want to read the rest of your Profile. This is just like a newspaper headline: make it interesting!

To change your Professional Headline, click the "Edit" button. You'll then see a small pencil icon next to various fields. Click the one next to the current headline.

**Deborah Krier, MBA, MS**  
Professional Speaker, Trainer and Social Media Advisor ♦ National Radio Host ♦ PR and Marketing Pro ♦ "The SocialLight"  
Greater Atlanta Area | Professional Training & Coaching

Current: Deb Krier, The SocialLight, Wise Women Communications, Mile Hi Radio  
Previous: Metropolitan State University of Denver, Corporate Advocates, ING U.S.  
Education: Colorado State University

Send a message

500+ connections

**NOTE:** if you don't provide a headline, LinkedIn defaults to your current job title in this field.

Make the 120 characters you use in your Professional Headline count! For example, which person would you want to know more about:

Vice President of Marketing

*or*

Brand management specialist | Marketing strategist | Search engine optimization (SEO) expert | Social media consultant

The last example is 118 characters long and as you can see, much more interesting.

If you want to include characters like ♦, ■, ♠, •, ♥, and so on, those are “alt characters” and are typed by using your numeric keypad and the “alt” key.

It’s important to note that when someone searches for you in Google, your LinkedIn Profile will appear. In the “description” area, your Professional Headline appears, so it’s yet another reason to have a great description.

One thing to keep in mind when writing your Professional Headline—and all LinkedIn sections—you want to use **relevant keywords**. Look at Profiles for people in your industry to see how they worded things. Don’t copy and paste, but you may get good ideas on how you want to describe yourself and your accomplishments.



**Deborah Krier, MBA, MS | LinkedIn**  
<https://www.linkedin.com/in/deborahkrier> ▼  
Greater Atlanta Area - Professional Speaker, Trainer and Social Media Advisor ♦ National Radio Host ♦ PR and Marketing Pro ♦ “The SocialLight”  
View Deborah Krier, MBA, MS's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Deborah Krier, MBA ...

## Summary

Next to your Professional Headline, your Summary is the most important part of your profile. You have 2,000 characters (nearly a full page) for this section. Put on your creative writing hat. As it’s often hard to write about yourself, ask your friends and associates for help if needed. Use descriptive terms and industry buzzwords—the important thing to

remember for this section is to use words that someone who is searching for a person with your skills and experience will use.

LinkedIn doesn’t provide much flexibility with formatting, but you can add some special characters. You may want to write this section in a word processing application in order to check spelling and grammar. Then, paste it into LinkedIn. Keep your paragraphs short to make them easy to read. You can even include sections and subtitles if you want.

**Note:** this is your personal story, so it should be written in first person (“I”) as



opposed to third person (“Deb”). It should read just like you were actually speaking to the reader. When you speak with someone, you say “I did” not “Deb did.” The same applies here.

Keywords are critical in your Summary. You want your Profile to be found by search engines. However, don’t overdo it and don’t use the same words over and over. Use your thesaurus and think of secondary keywords that are good descriptors of you and your skills and experience.

Make things more interesting by adding bulleted lists. Your Summary is also a good place to provide your contact information. While it is in another section in your Profile, make it easy for people to find it here!

As with your Professional Headline, this is the area to catch people’s attention, so make it count! However, write it in a way to show people the benefits of working with you.

You can also be “forward thinking” in your Summary, discussing your future career goals and personal aspirations.

It’s also important to be original with what you’re writing in all parts of your Profile. Don’t get caught up in saying exactly what everyone else is saying...just because they’re saying it!

## About the Author



Deb Krier calls upon her 20 years as a professional Marketer to guide new and veteran users through the best of Social Media practices.

In 2012 she leveraged her Social Media skills—especially LinkedIn—in advance of her relocation from Denver, Colorado, to Atlanta, Georgia. Before she ever left the Mile High City, she was a well-known and respected resource for Social Media training and speaking in the Atlanta market.

That’s the power of Social Media in the hands of an expert, and that’s what she teaches in her sessions.

As founder of her own marketing agency, with an MBA in Marketing and a MS in Communication Management, she expertly guides her audience through the prudent use of this hyper-public tool.

Visit her website at [www.debkrier.com](http://www.debkrier.com) or connect with her on LinkedIn at [www.linkedin.com/in/deborahkrier](http://www.linkedin.com/in/deborahkrier).