

7 Tips to Look Your Best on LinkedIn

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7 Image Killers:

1. Bad Publicity
2. Inviting Cyber-spies
3. Being an Ad Platform
4. Missing Important People
5. Unprofessional Image
6. Stagnation
7. Invisible

7 Tips to Look Your Best:

1. Protect What You Broadcast
2. Protect Your Data
3. Protect from Advertisers
4. Get Important Messages
5. Look Great!!
6. Generate Interest
7. Be Visible

Dear Friends,

*LinkedIn is a great! Unfortunately, **default settings** are NOT to your advantage. Complete the 7 tips to look your best and promote your business.*

For next steps to build your image & personal brand. [Contact me](#)

BARBARA KAY COACHING

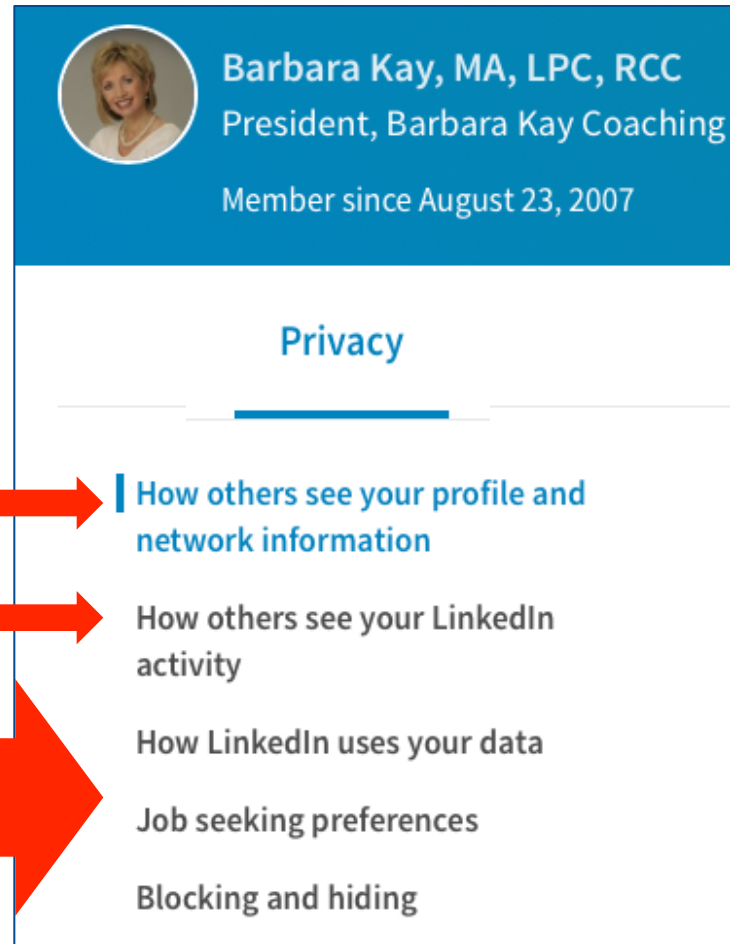


Protect Yourself & Your Data: Set **Privacy** Settings:

Set how others can view you & your connections

Turn OFF notifications while “fiddling” with your profile

Set how your data is used & shared



Barbara Kay, MA, LPC, RCC
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Member since August 23, 2007


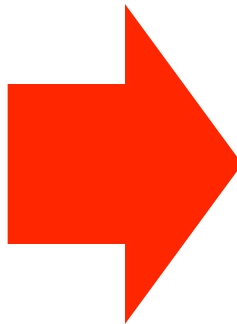
Privacy

- How others see your profile and network information
- How others see your LinkedIn activity
- How LinkedIn uses your data
- Job seeking preferences
- Blocking and hiding



Protect Yourself & Your Data: Set **Ads** Settings:

Set how your data is
used & shared by:
LinkedIn
Advertisers
Social Media



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Ads

General advertising preferences

Data collected on LinkedIn

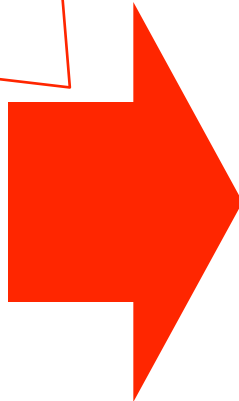
Third party data




Get Important Messages: Set **Communication** Settings:

Get Messages You Want:

- ✓ Emails from Connections
- ✓ Set who can “Connect”
- ✓ Set what Ads are sent





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Communications

- Channels**
- Preferences
- Groups
- LinkedIn messages



Edit your Profile: Look Great & Help them Contact You!



Pro
Headshot

Customize
Background

Write a
Compelling
Profile

Full
Contact
Info

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Greater Chicago Area

Add profile section ▼

More...

Barbara Kay Coaching

Wheaton College

See contact info

See connections (500+)

Business Psychology at Work: Achievement, Growth, Teams, Leadership
(www.barbarakaycoaching.com) Deliver mental, relational, behavioral tools for growth & achievement.
A champion for successful thriving, BKC partners with professionals, teams, leaders and organization...



Certified Woman Business
Enterprise

Check on your compliance rules

ises.



Tip 6: Get MORE Social Media Visibility

Articles & activity

1,312 followers [Manage followers](#)

Write
Articles



Free your Mind & Kill Brain ANTS



Barbara Kay, MA, LPC, RCC
Published on LinkedIn

As a business psychology coach, I work with professionals, leaders and organizations on mental and behavioral strategies for top performance. One of my favorites mer ...see more

1 Like

Like Comment Share

[See all articles](#)



New research on Change Leadership.
People adapt better when the focus...

Barbara shared this
2 Likes



On the lighter side....Monopoly for
Millennials (yes! it's a real game) is...

Barbara shared this



New Spectrem study on how clients
use their advisors advice OR Not |...

Barbara shared this

[See all activity](#)

Post
Social
Media

Check on your compliance rules



Tip 7: Get MORE Google Visibility

The image shows a screenshot of the LinkedIn 'Edit Profile' settings page. Three red callout bubbles point to specific sections: 'Pick a Custom URL' points to the 'Edit URL' section, 'Review then Broadcast Updates' points to the 'Edit Content' section, and 'Be Seen On Google' points to the 'Edit Visibility' section. A red banner at the bottom reads 'Check on your compliance rules'.

Pick a Custom URL

Edit URL
Personalize the URL for your profile.
www.linkedin.com/in/barbarakay

Edit Content
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit Visibility
You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Review then Broadcast Updates

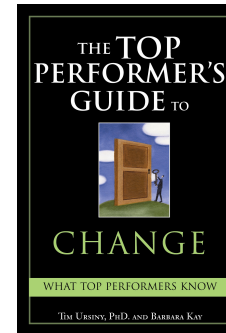
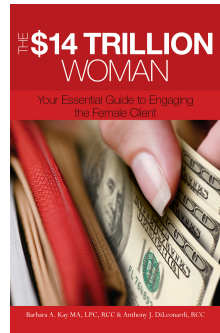
Be Seen On Google

Check on your compliance rules

Congrats!
To chat about optimizing your brand
(or other goals)

Reach out barbara@barbarakaycoaching.com

Productivity
Teams
Clients
Change
Leadership



Business Psychology & Productivity Coach and Author of two books, *The Top Performer's Guide to Change* and *The \$14 Trillion Woman: Your Essential Guide to Engaging the Female Client*. Barbara works with:

