

8 SMALL BUT DEADLY LINKEDIN MISTAKES TO AVOID

1

Using the Default Picture or Nothing at All on Your Business or Company Page breakfast.

Three important words to remember: "Brand Your Profile" By not putting a personal picture or logo up, you are risking other contacts not wanting to connect with you.

2

Not Branding Yourself

It's SO important to brand yourself on your page. This goes along with the first impressions and the potential little mistakes to a page can affect how others see you.

3

Avoid Joining Groups

The main purpose of LinkedIn is to connect with other business professionals or individuals who share the same interests as you. Avoiding groups is a mistake, as you are not going to connect and learn from other's knowledge.

4

Using Your Page for Yourself, Not for Your Job

Some people might think it's a good idea to talk about yourself in a LinkedIn profile, but this is far from the truth. Let's be honest, people ultimately are looking out for themselves and looking for opportunities and ways to better themselves..

5

Using the Wrong Headline

Choosing the right headline for your LinkedIn profile is essential if you want to get people's attention, network for your job and potentially get more clients visiting your page.

6

Join Every Group Possible

In LinkedIn, the amount of people you have on your contact list on your executive page does not matter like it does on Facebook or Twitter. Remember, the purpose of LinkedIn is to connect with individuals who share the same interests, job, skills, hobbies and company ideas.

7

Never Updating Profile is a Mistake

The best way to keep your profile up to date is posting a simple sentence or message. This keeps your contacts up to date with what is going on with you.

8

Profile Updates Are Unprofessional Statements

Make sure when you update daily, you keep the statements or questions professional. The audience who uses LinkedIn is mainly business professionals – so respect that.

