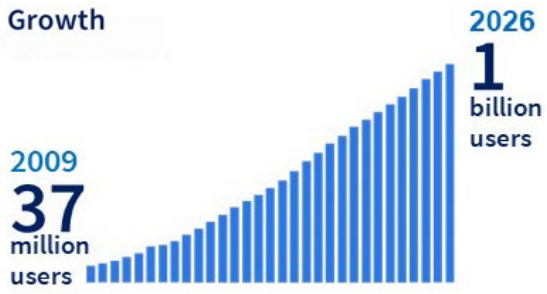
Debra C. Mathias
LinkedIn Trainer

Networking with LinkedIn Tips



Why LinkedIn?

- The number of LinkedIn users has grown from 37 million in 2009 to over 1 billion in 2026.
- 80% of B2B leads generated from social media come from LinkedIn
- 92% of Fortune 500 companies are on LinkedIn
- 77% of corporate recruiters are on LinkedIn





Profile Optimization

Your profile is your digital business card and the most important thing that you can do to brand, market, promote, or find a career for yourself on LinkedIn.

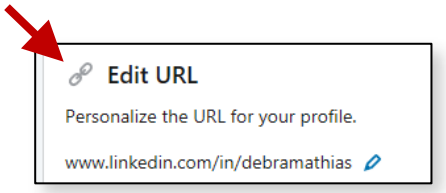


The LinkedIn banner is valuable branding space
Add your personal, company, or industry logo to the profile banner.

Use a headline under your name to say something about your business and the value it provides. Tell your authentic story.

A professional photo adds credibility Use a professional looking photo wearing business attire.

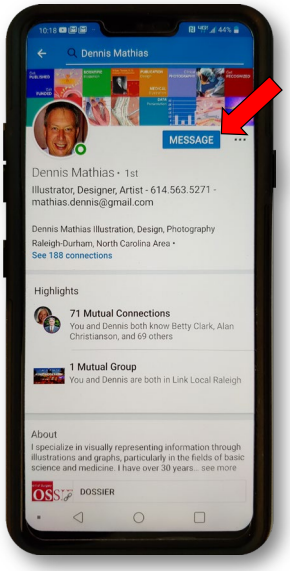




Personalize your LinkedIn URL
Delete the default numbers in your profile URL and instead add your name. This helps you *get found* on LinkedIn.

Make your 'About' section interesting Share personal interests, things you are passionate about, and career history that make people want to read more.

Top 10 In-Demand Soft Skills The most searched soft skills by HR professionals in 2026 are: Adaptability/Flexibility, Communication, Critical Thinking & Analytical Skills, Problem-Solving, Emotional Intelligence (EQ), Creativity & Innovation, Leadership & Social Influence, Collaboration & Teamwork, Time Management & Organization, and Conflict Resolution/ Management. Adding these words to your skills section will make your profile stand out on search engines.



Content Consumption Video content gets significantly more engagement on mobile devices, with 80% of sponsored content coming from mobile devices.

Use your analytics, post views and search appearance to see those who have viewed your profile, see who has viewed your posts and see all the companies who have searched your name in the last 90 days. These are WARM LEADS!

Featured section Add photos and videos to create interest in your posts and content. *People love pictures!* Click "Message" to send short (15 seconds or less) videos to stay in touch with clients.