



# A SIMPLY AWESOME LINKEDIN PROFILE

## A - APPEARANCE

- Professional photo
- Revise & customize your URL
- Organize your profile

## W - WEB SEARCH

- Google search yourself
- Use keywords in your headline
- Check your "Profile Strength"

## E - EXPERIENCE

- Include relevant jobs
- Highlight education
- Showcase volunteer work

## S - SUMMARIZE

- Discuss accomplishments
- List skills & achievements

## O - OPENNESS

- Connect to more groups
- Display group logos in your profile

## M - MULTIMEDIA

- Add a SlideShare
- Insert a short LinkedIn video introduction
- Build images at canva.com

## E - ENDORSEMENTS

- Re-order skills list
- Give recommendations to others
- Ask for more endorsements

Add more to your ClinOps Toolkit



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