



# LinkedIn Dos and Don'ts

## for an Excellent Online Brochure



### HAVE A PROFILE PICTURE

Nobody wants to get connected with an alien, right? Have a professional-looking display picture and keep your wacky photos on your phone or save it for Facebook.



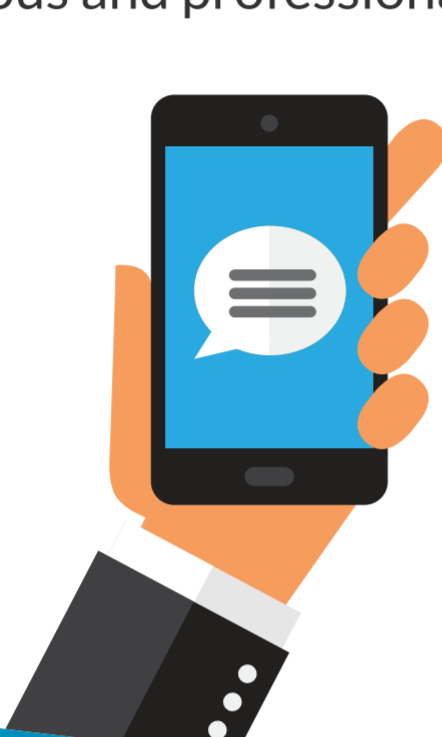
### SEND SPAM MESSAGES

Please stop sending spam messages whether in email or LinkedIn. It doesn't do anything good to anyone.



### PERSONALIZE CONNECTION REQUESTS

Send personalized message when you want to get connected with someone. Be courteous and professional.



### OVER-POST ANYTHING

Post only once a day to keep your connections updated. Again, they don't have to know everything about you especially those that are not career-related.



### GIVE RECOMMENDATIONS

Give a colleague or a former team member a recommendation and expect them to do the same for you. Not only does it establish professionalism but also credibility.



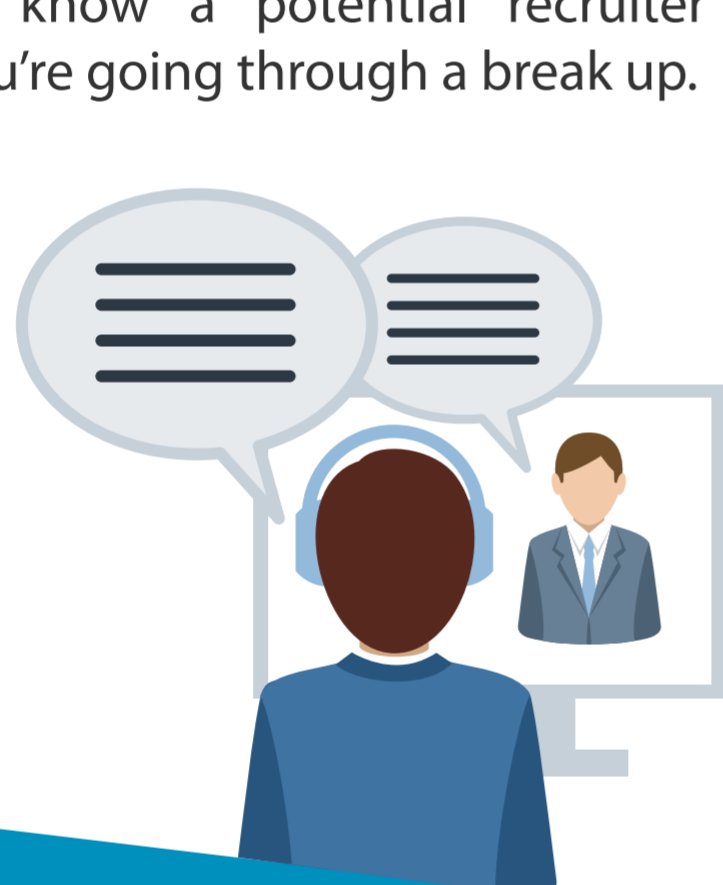
### ASK PEOPLE YOU DON'T KNOW FOR RECOMMENDATION

Come on, how will you recommend someone you don't even know?



### KEEP IT PROFESSIONAL

Avoid posting personal issues or concerns on your wall. You don't want to know a potential recruiter that you're going through a break up.



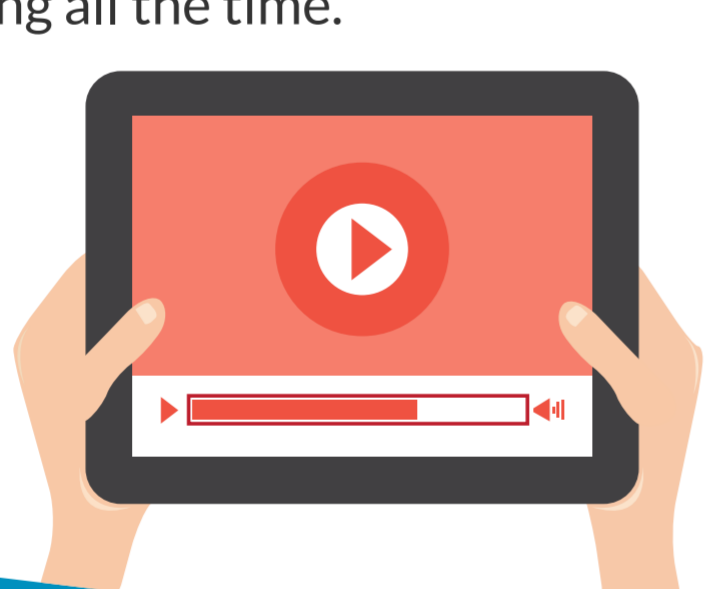
### CRITICIZE OR COMMENT NEGATIVELY

Professionals don't have enough time to criticize others because they are busy improving their crafts and building each other up.



### POSTS MEANINGFUL VIDEOS OR IMAGES

While it used for professional purposes, give your wall a life by posting meaningful career-related videos or images. It doesn't have to be dull and boring all the time.



### ASK THEM TO LIKE YOUR FACEBOOK PAGE

You're in LinkedIn. Why do you have to ask Facebook likes?



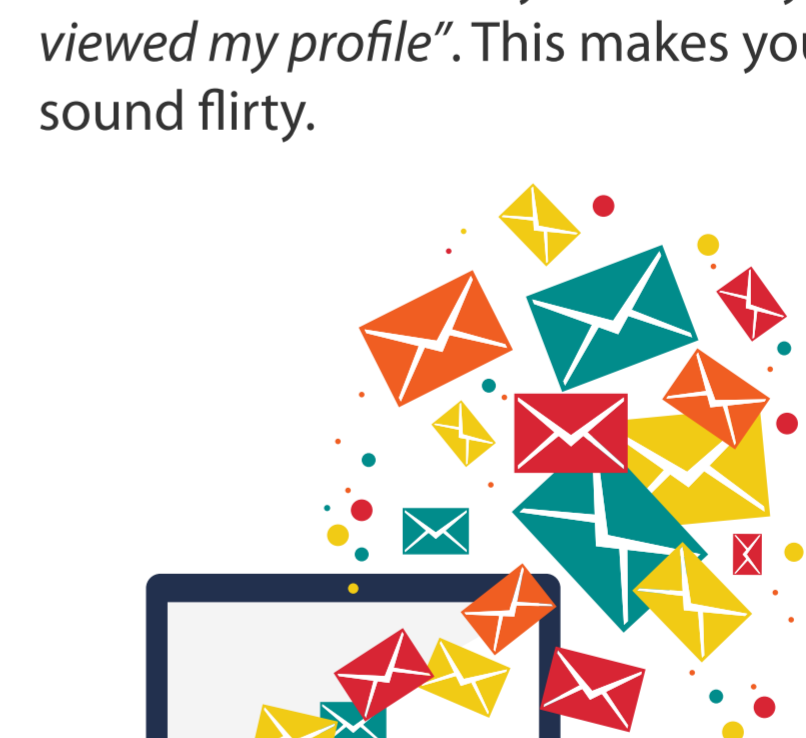
### GIVE A DETAILED DESCRIPTION ON YOUR PROFILE

Potential employers and recruiters used LinkedIn to know more about you. Don't hesitate to include things that may highlight your professional career.



### SEND PROVOCATIVE MESSAGES

Please don't send anyone "I saw you viewed my profile". This makes you sound flirty.



### CHOOSE YOUR CONNECTION CAREFULLY

There are a lot of LinkedIn users today. Pick your connection wisely and choose only those who are related to your business or career.



### BE SELF-INDULGENT

Self-serving comment impresses no one. Make sure that your posts add value to your profile and connections.



Sources:

<https://www.linkedin.com/pulse/20140417174121-34888774-linked-in-etiquette-guide-20-do-s-don-ts>  
<http://www.inc.com/kevin-daum/20-critical-dos-and-donts-of-linked-in-networking.html>