

HOW TO SETUP A LINKEDIN PROFILE

Get started at: [LinkedIn.com](https://www.linkedin.com)

ADD A PHOTO

Add a photo. This should be a head shot of just you. No family, friends or pets.

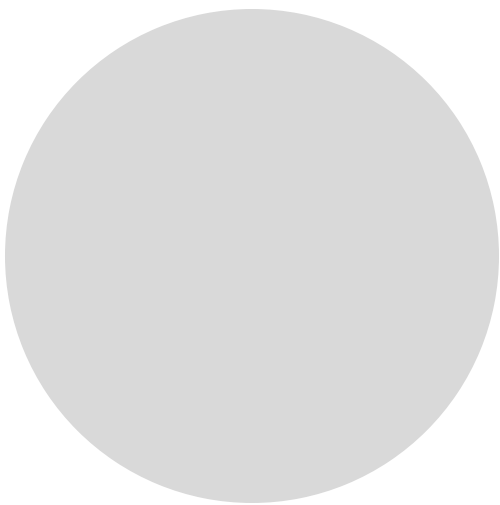


ABOUT YOU

Tell your story as a professional. Include your interests and passions.

WORK & VOLUNTEER EXPERIENCE

Add your Girl Scout role and accomplishments. Connect to your Council Page or GSUSA. Don't forget to add any volunteer experience!



ACCOMPLISHMENTS

- Languages
- Honors & Awards - Gold Award, Silver Award, etc
- Certifications Publications Courses, Projects

SKILLS

Your connections can endorse your skill set. i.e., Fundraising, Recruiting, Management, Public Speaking, Leadership and much more!



HOW TO OPTIMIZE YOUR LINKEDIN PROFILE IN 15 MINUTES

UPDATE YOUR SKILLS

Add new skills that you have acquired or overlooked i.e., Program Management, SalesForce, Raiser's Edge, social media, SEO



ASK FOR 2 RECOMMENDATIONS

Reach out to two connections in your Council and ask for a recommendation on your work.

FOLLOW INFLUENCERS

Start following global and industry leaders. This will give you added content to comment on and share.



UPLOAD A PHOTO

Change your banner photo to give your profile a fresh look. A picture of your city or interest adds a personal touch to your profile. i.e., G.I.R.L. or Council branding

JOIN GROUPS

Join groups relating to your interests and industry. From marketing to fundraising, there are groups to help your Council role. i.e., Girl Scout Alumnae

