

## LinkedIn Showcase Guidelines

Be prepared to share the following at our LinkedIn Showcase with Ocean Discovery staff:

- Briefly describe your purpose for using LinkedIn.
- Spotlight how you showcase your “brand” throughout your profile using the sections you’ve chosen to include
  - Specifically, share your headline and what it says about you.
- What you’re hoping to gain from using LinkedIn.
- Something you learned at the workshop and how you have/are still working on incorporating that into your LinkedIn usage.

Here is an example of how you can organize your own talking points.

*My reason for using LinkedIn is [insert purpose]. To support this objective, I have included [insert the sections you’ve added and why] on my profile. I also made sure to make my brand clear at the very beginning by making this my headline: [share headline and why you chose it]. With everything I’ve included, I hope [insert what you ultimately want to gain from LinkedIn]. The biggest takeaway/tip I got from our recent LinkedIn Workshop is [insert either takeaway or tip].*