

Sections & Applications On Your LinkedIn Profile

Sections can be added to your profile where your work history, recommendations, and education currently appear. Sections allow you to highlight specific information so that it doesn't get lost in your summary other areas and can provide your visitors with quick information on you and your business.

Here is a breakdown of the sections you can add to your profile:

Certifications - Any further education you may have taken and received a certification on. Very nice if you took the time to earn any designations such as CDPE, SRES, ABR, etc etc

Courses - Break down any courses you took but didn't receive a certification for

Languages - Highlight any foreign language you speak - very helpful if you are trying to use your niche to pick up new business

Organizations - Display any college frats, social groups, or organizations that give back to the community you are working in

Projects - Enter any committee you are on and what you are trying to achieve. Convenient if you are involved in RBAR and you are working with a group to change a law or rule

Patents - Not really applicable in Real Estate

Publications - Have you been mentioned in an article, did you write an article that was published somewhere locally or nationally? Display it here - show you are an expert in what you do!

Test Scores - A Place to display your SAT or ACT scores if you wish to

Volunteer Experience & Causes - Do you give back to the community? Mention it here too and show that you are the type of person that gives back!

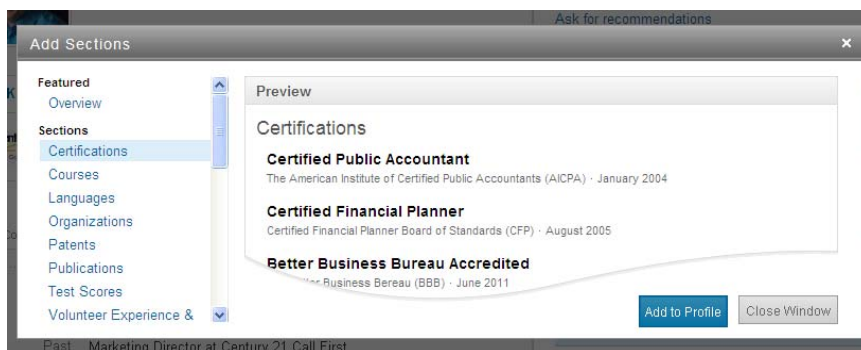
NEW

Add sections to reflect achievements and experiences on your profile.

[Add sections](#)

To add sections to your profile,

- 1) Underneath your profile information and above all the details (where you listed your jobs, education, etc), click on "+Add Sections" as shown above
- 2) A pop up window will load on your screen - You will see all the available sections mentioned above listed under "Sections" on the left hand side. Click on the Section you want to add to your profile.
- 3) Click "Add to Profile"



[Edit Profile](#) [View Profile](#)

Add a Certification

* Certification Name:

Certification Authority:

License Number:

Dates: This certificate does not expire

Month... Year... To Month... Year...

or

* Indicates required field.

- 4) Once your screen changes (in this example we are adding a certification” you can fill out all the information that LinkedIn is asking for. The only thing required is the Certification Name. Everything else is optional as not all certifications have that information.
- 5) After you enter all the details you have - click “Add Certification”
- 6) This will now show up on your profile when you reload it.

While in this example we just entered a Certification, the process is the same for all sections. The only thing that changes is the information you enter beginning in step 4.

Applications can be added to your profile where your work history, recommendations, and education currently appear. Applications are basically plug-ins that LinkedIn has to other websites so that they will show up on your LinkedIn profile.

LinkedIn currently has the following applications (the ones that will most help you I have added some comments for):

Blog Link - An easy way to display your blog (if you have one) on your LinkedIn (If you use Wordpress for your blog - you can use the one specifically for Wordpress below)

Box.net Files - A website where you can host files you want to share such as flyers, newsletters, etc

Creative Portfolio Display

E-Bookshelf

Events - Having a fund raiser? Having a seminar? This application will highlight those dates for you.

Google Presentation

Lawyer Ratings

Legal Updates

My Travel

Polls - Collect Data from asking questions of your Connections

Projects and Teamspace

Reading List by Amazon

Real Estate Pro - Display commercial real estate on your profile (requires you to set up a free account on Rofo)

SAP Community Bio

SlideShare Presentations - Create a slideshow for your listings on this website

WordPress - Display your wordpress blog quickly and easily

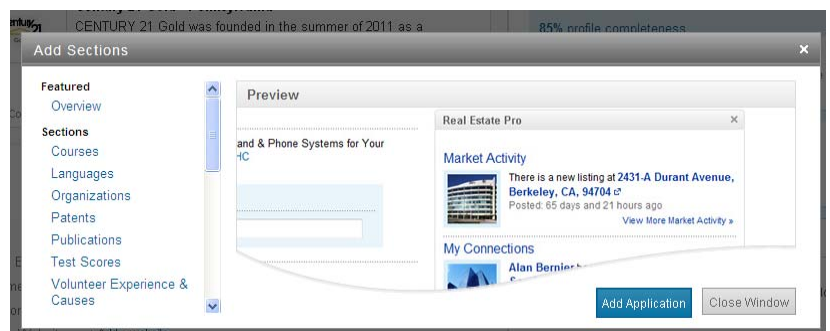
NEW

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 Add sections

To add Applications to your profile,

- 1) Underneath your profile information and above all the details (where you listed your jobs, education, etc), click on “+Add Sections” as shown above
- 2) A pop up window will load on your screen - You will see all the available sections mentioned above listed under “Sections” and then all the Applications on the left hand side. Click on the Application you want to add to your profile.
- 3) Click “Add to Profile”
- 4) Follow the on screen instructions for adding that particular Application



Look for future tutorials on the applications that are useful for our industry and how to install them and make them work!