**How to Build the Perfect Twitter Profile**

- **Picture**: Include a professional-like close-up of your smiling face, sans pets, boats, QR codes, and significant others. Include the same photo from your LinkedIn profile for consistency, ensuring you are looking left or directly into the camera.
- **Location**: Enter the largest and closest area or city. Use the location that will show up when others geo-search.
- **Bio**: Use 160 characters to create a humanizing description of yourself. Treat your bio as SEO copy using relevant keywords.
- **Followers**:
  - Follow people who complement your personal brand and goals.
  - Follow people who RT and mention you.
- **Favorites**:
  - Favorite tweets weekly to keep this area relevant.
  - Use this area to build a short testimonial list from favorites that mention you.
- **Lists**: You can include someone in your list who you don’t follow to see their tweets.
- **Twitter Bio**:
  - Keep your handle as close as possible to your name so you can use it as a ‘signature’.
  - Consider two accounts—personal and business—to address your personal and business goals.
- **Picture**: Tweet relevant pictures to complement your profile. Tweet at least 6 pictures to get the most use from this gallery.

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**How to Build the Perfect LinkedIn Profile**

- **Picture**: Use a professional-like close-up shot of your smiling face. Avoid boats, pets, girlfriend or mystery hands on your shoulder in your picture.
- **Location**: Enter the largest and closest area or city. Use the location that will show up when others geo-search.
- **Bio**: Use 160 characters to create a humanizing description of yourself. Treat your bio as SEO copy using relevant keywords.
- **Name & Handle**:
  - Keep your handle as close as possible to your name so you can use it as a ‘signature’.
  - Consider two accounts—personal and business—to address your personal and business goals.

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**Experience**
- Summarize your roll and KEY contributions.
- Avoid a resume-like breakdown of everything you have accomplished.

**Skills & Expertise**
- List at least 10 of your core skills to setup others to endorse you.
- Start to endorse others first to receive the return favor.

**Education**
- Expand on your degrees to tie in relevant keywords.
- Stop listing your high school no matter how old you are.

**Recommendations**
- Secure as many as you can from current and past contacts.
- Give direction and tell your recommenders what to say about you.

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**How to Build the Perfect LinkedIn Profile**

**Headline**
- Use this space for your summary headline instead of your job title.
- Describe YOU as if this were a headline in a newspaper or a title of a book.

**URL**
- Customize this URL to make it easily shareable and avoid those ugly numbers at the end of your profile.
- Use your profile name.

**Summary**
- Humanize the story of YOU to say who you are and what you have done — and speak in the first person.
- Include your email, Twitter handle and blog URL at the top of the summary area.

**Publications**
- List your blogs, papers and anything published.

**Additional Info**
- List alternate ways for others to get in touch with you.

**Honors & Awards**
- List them!