Q: How many current users are on LinkedIn?

A: Over 300 million users
And Growing Daily

2 new users join every second!

- 65% of users are outside the US
- 42% update their status messages daily
- Over 1 billion endorsements daily
- 2.7 Million Businesses have LinkedIn pages
- Over 1.5 Million groups

http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/
TOP TEN

1. Headline & Photo
2. Industry
3. Publish
4. Summary & Keywords
5. Media
6. Details
7. Reorder & Pick Skills
8. Relevant Groups
9. Volunteering & Addition Experience
10. Education
Headline should identify your goal, expertise, and talents in 120 characters. This will increase findability and showcase your specialty. Be direct, specific, and use relevant words: **MBA Student at Tippie seeking opportunities within Supply Chain & Analytics with impact in Healthcare**

Additionally, your photo should be up-close, smiling, light background and you can also customize your URL (LinkedIn Profile Hyperlink)
Your summary is the digital equivalent of your 30 second pitch and should be:

- Short, clear and easy to retell
- A bridge between your past and your future
- Honest and personal
- Write in the first person, not the third person. And write about your own skills, expertise, accomplishments, interests and ambitions
- Readable in 10-15 seconds. Contact Info—email address readily available and a “call to action”. What do you want them to do with your contact information?
Did you know that you can reorder your top skills listing? This a very subjective section, but can impact your overall profile.
Join groups that reflect your interest and follow employers and organizations to gain industry insight and broaden your network.
FACT FILE

14x
Adding a profile photo could result in 14 times more views than someone without.

13x
Members who include skills get around 13 times more profile views.

15x
Adding an industry could get you 15 times more profile views.

10x
Members who have an education on their profile receive an average of 10 times more profile views than those who don’t.

5x
Your profile is 5 times more likely to be viewed if you join & are active in groups.

42%
42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience.

*This feature will be rolled out to all LinkedIn users throughout 2014.