

## 11.4 Introduction to LinkedIn

### **Link to LinkedIn Profile:**

<https://www.linkedin.com/in/stacey-sansom/>

### **Changes made and reasoning:**

I could have taken the easy road here because I have been slowly updating my outdated LinkedIn profile since I published my planner on Amazon KDP in September. It was also updated in week 7 as part of my digital portfolio (mid-term) assignment for FCS 208 – Introduction to Fashion Design. After reading the Inc.com article, "Ring in 2019 with an Elevated LinkedIn Profile in 5 Easy Steps," I gave my profile another review. I found more changes that I could make although simple.

I changed my background image from the generic version on LinkedIn. This change makes the imagery aligned with my digital portfolio at staceysansom.com. While it is a personal blog as opposed to my business website, one quick Google search and it is findable by anyone looking. This change makes it more consistent across platforms representing me as an individual. I had already updated my profile image so that was unnecessary.

I deleted the out-of-date featured images or service highlights. They were from before 2018 when I changed industries and are no longer relevant. I would love to highlight services again, but I will have to get more creative on what categories they fall under since they default LinkedIn ones are not geared toward us lowly seamstresses.

I also updated the location on my current place of employment (my business), thus making my profile more searchable via location. I also listed the employment type as being self-employed. I did initially add media for my current employment, but I was not happy with the way that it cropped the images, so I removed them. I will have to resize accordingly, but the help page was not all that useful initially.

I then added a section for organizations to highlight the Honor Society I was a member of because many alumni members network regularly on LinkedIn and other platforms. I am an at-large alumni member because I have not joined an alumni chapter yet, but still maintain contacts with many past chapter members in the organization. This could help with additional networking opportunities.