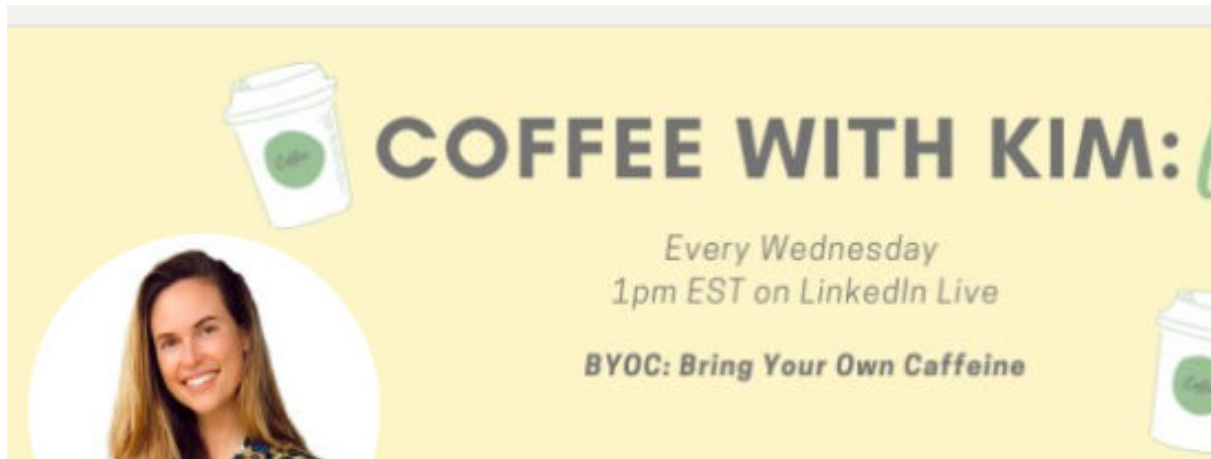


THE FIVE SECRETS

LINKEDIN EDITION



#1 CONNECTIONS



Kim Kaupe 

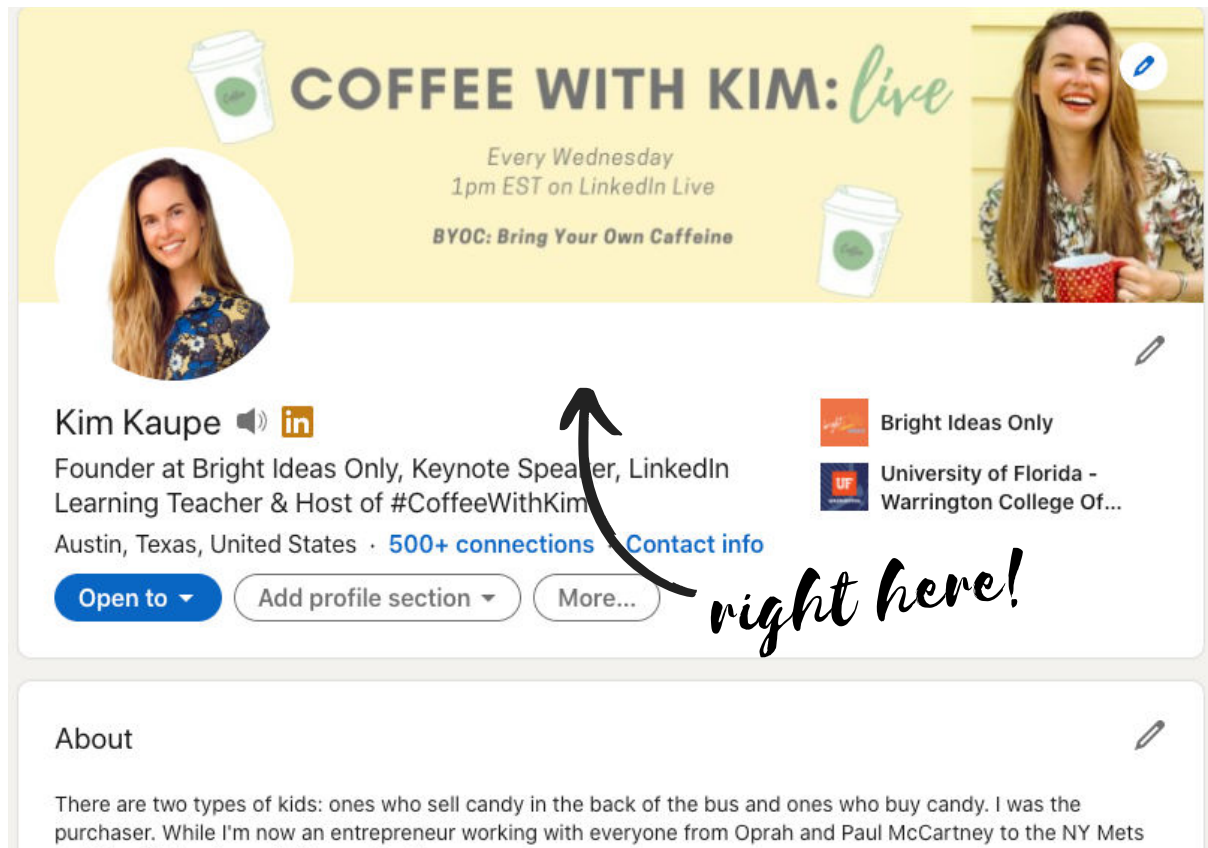
Founder at Bright Ideas Only, Keynote Speaker, LinkedIn Learning Teacher & Host of #CoffeeWithKim

Austin, Texas, United States · **500+ connections** · [Contact info](#)

right here!

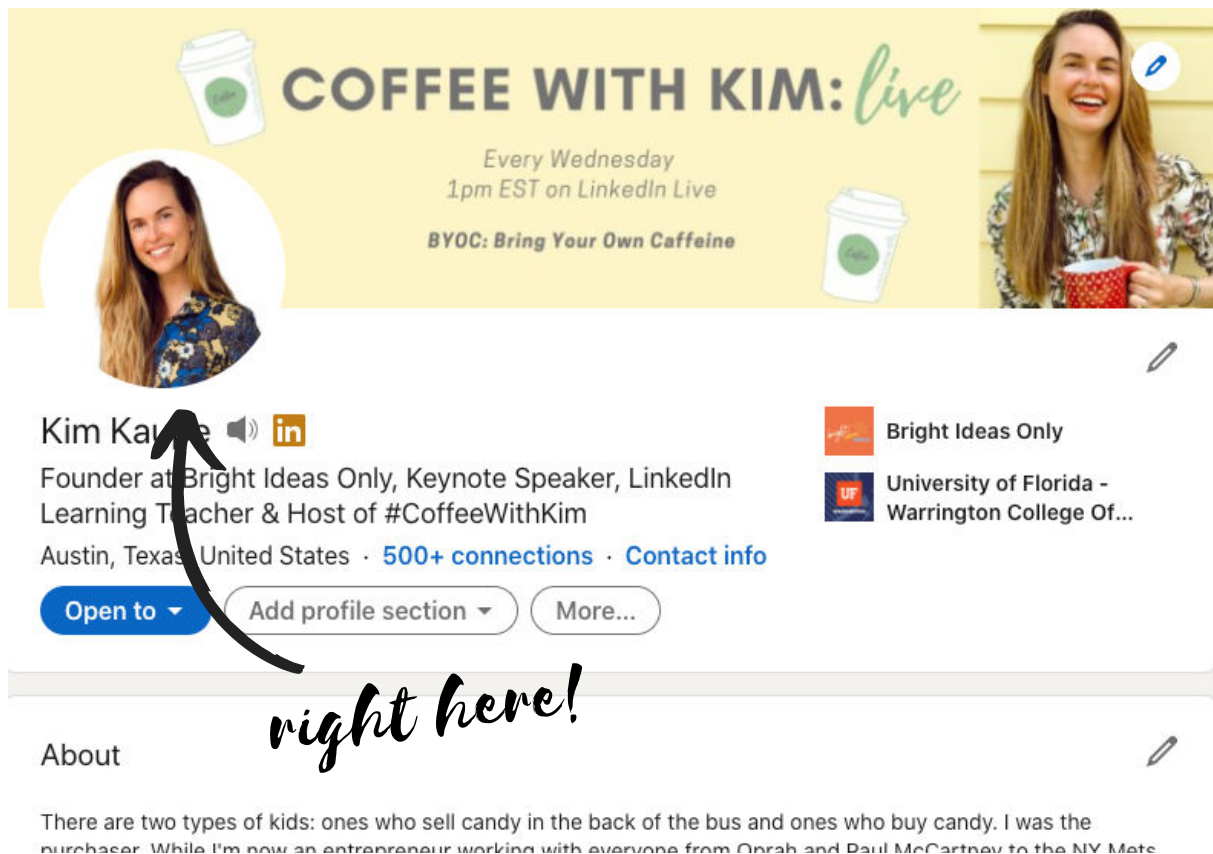
Did you know there is a magic number of connections to have on LinkedIn? If you have over 500 connections, LinkedIn simply displays 500+. Which means whether you have 510 connections or 5,000 connections it looks identical! Having the magic "500+" let's users, recruiters, and future bosses know that you have a rolodex of people you can learn from and utilize. If you don't have 500 connections yet, make this your first mission. It's easier than you think! Connect with friends, old classmates, colleagues you no longer work with, authors or podcasters you enjoy, or even your own family members! The most valuable thing that you take from job to job is your knowledge and your rolodex.

#2 YOUR BANNER



Banners are a HUGE opportunity (and a literal blank slate!) to make your profile stand out. I'm shocked by how many people still don't realize the value of this PRIME real estate! From adding in colorful titles like I have here or simply showing off your personality, this is your opportunity to make a strong first impression. Does the thought of designing one of these have you sweating? Fear not! There are tons of free resources online to help you build a beautiful LinkedIn banner. My personal favorite? Canva. It's free to download and with hundreds of templates to choose from you're sure to find one that fits you best.

#3 PROFILE PICTURE



Yes, you've heard it before. Your profile picture needs to be clear, neat, on a solid background, and look professional. However here is something most people DON'T tell you...

YOU NEED TO UPDATE IT EVERY YEAR!

We are human, therefore everything from hair color to hair line will change from year to year. It's important to update your picture so it looks like the current version of you. I often look up pictures on LinkedIn before meetings so I know who to look for in a coffee shop. Imagine my surprise when someone who looks *totally different* than what I was expecting sits down. #awkward Avoid this common trap by setting a calendar reminder once a year to get a new, crisp shot up on LinkedIn!

#4

ABOUT SECTION

1pm EST on LinkedIn Live
BYOC: Bring Your Own Caffeine

Kim Kaupe

Founder at Bright Ideas Only, Keynote Speaker, LinkedIn Learning Teacher & Host of #CoffeeWithKim

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[Open to](#) [Add profile section](#) [More...](#)

About *right here!*

There are two types of kids: ones who sell candy in the back of the bus and ones who buy candy. I was the purchaser. While I'm now an entrepreneur working with everyone from Oprah and Paul McCartney to the NY Mets and Live Nation, I wasn't "born with it"...

I was not hustling candy in the back of the bus, growing my neighborhood lawn mowing conglomerate, regulating a pyramid of fellow babysitters and I never once had a lemonade stand. I was not the type who grew up saying, "I'm going to have my own business!"

Too often we get intimidated and fearful when it comes to writing about ourselves, our accomplishments, and our big wins. We downplay what we've done, we stay "humble" (aka playing small!) and we don't show all the awesomeness we're working with. To get in the zone, write about yourself like you would about your best friend. Would you downplay your BFF's big wins? Absolutely not! Would you list his/her accomplishments in full? Of course! Channel those BFF vibes and really go all out.

Still feeling weird? Phone 2-3 close friends (or old coworkers or family members!) and ask them to read over what you wrote and make suggestions. Sometimes an outside opinion is just what you need.

#5

JOB DESCRIPTION



Kim Kaupe

Founder at Bright Ideas Only, Keynote Speaker, LinkedIn Learning Teacher & Host of #CoffeeWithKim



Board Member

Andrus Family Fund

Feb 2011 – Sep 2019 · 8 yrs 8 mos

Greater New York City Area

The Andrus Family Fund seeks to foster just and sustainable change in the United States. We do this by supporting organizations that advance social justice and improve outcomes for vulnerable youth.

- While on the board, I helped to direct \$32mm to grantees and funder groups focused on juvenile justice and foster care.

- I held three leadership positions with 2 year durations during my 8 year term: Secretary, Treasurer and Board Chair.

- As Board Chair I helped to facilitate an overhaul and redesign of our mission, vision, values as well as brand identity, logo and website.

History: The Surdna Foundation's Board of Directors launched AFF in January 2000 as a next generation philanthropy to engage more than 400 extended family members between the ages of 25 and 45 in public service and organized philanthropy. While AFF is legally a fund of Surdna, it manages its own grant making program and processes.

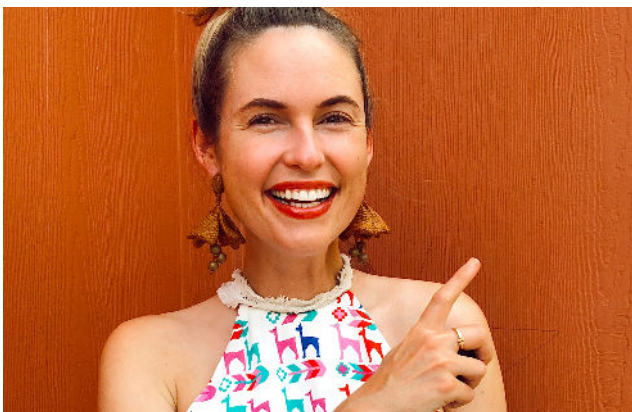
For more information visit: <https://affund.org/our-process/>

like this!

Different titles represent different tasks at varying companies and industries. A "marketing manager" at Company A might have a completely different set of skills and job responsibilities than a "marketing manager" at Company B. On LinkedIn, it's important to list exactly what you've worked on, achieved, and any leadership positions you've held. Use specific names and numbers to describe programs, initiatives, and projects you've worked on. If I say that I was an "event coordinator" I need to clarify if that means I worked on 34 events per year, in 6 different states, with an average budget of \$100,000 or if it means I managed 3 events with an average budget of \$500,000. The more details you can fit in (concisely of course!) the better.

MORE SHORTCUTS

The algorithms and best practices are always updating but never fear! I'll keep you up to date on the latest & greatest via...



My LinkedIn



What Works:
LinkedIn Weekly
Newsletter



LIVE on LinkedIn
every Wednesday
at 1pm EST.