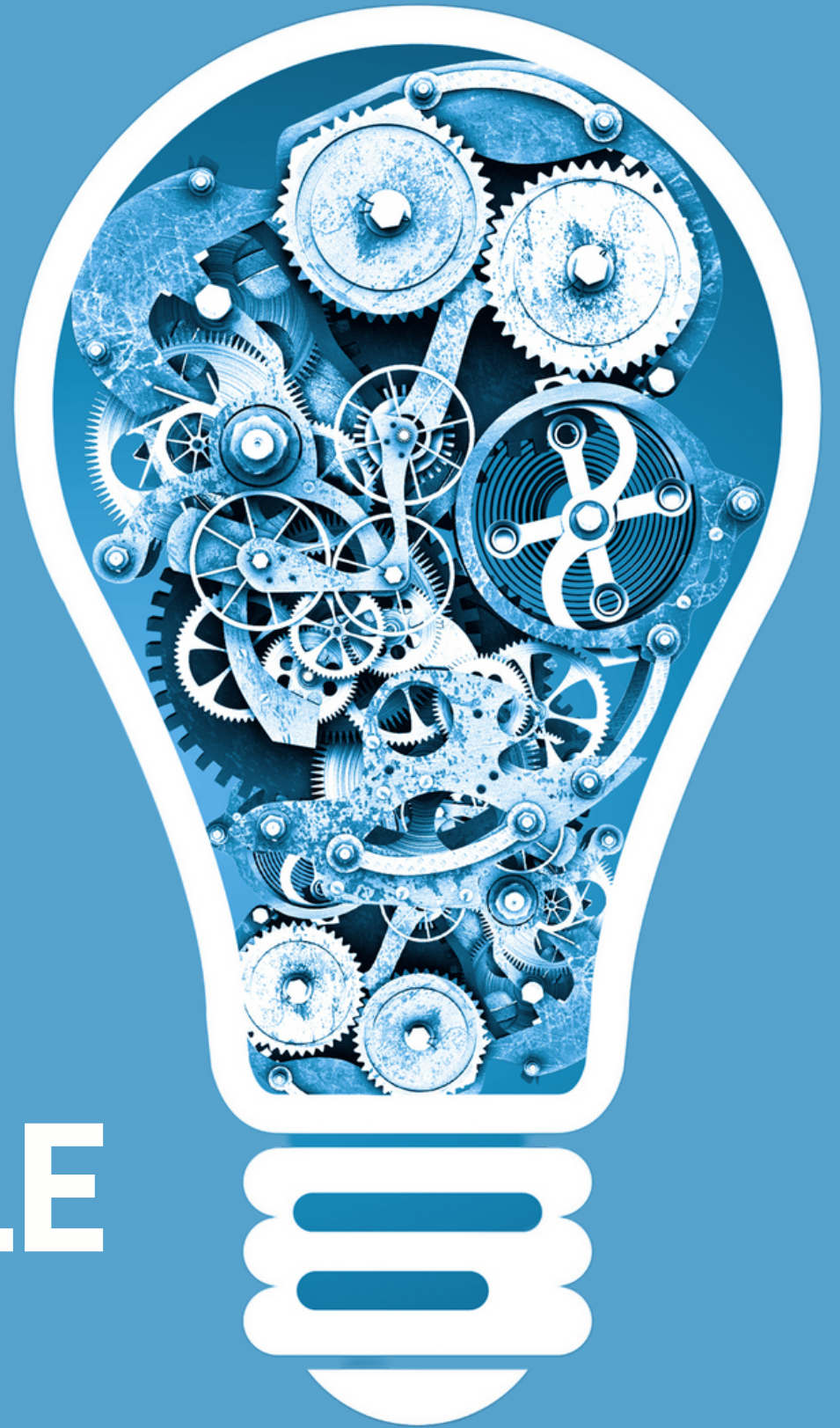




# HOW TO OPTIMIZE LINKEDIN TO LAND A BOARD ROLE



# 1



## **Add keywords throughout your LinkedIn profile**

What terms might people search on to  
find someone like you?

# 2



## Add stories to your LinkedIn profile

What experience do you have that would be useful on a board? IPO, M&A, turnaround, international..

# 3



## **Engage with other board members**

Connect with or follow people who are already on boards, then like/comment on their LinkedIn posts.

# 4



## Engage with CEOs and peers

Who knows you and could recommend you for a board role? Engage with them on LinkedIn to stay top of mind.

**Need help  
optimizing your  
LinkedIn presence  
for a board role?**

Contact [sales@proresource.com](mailto:sales@proresource.com).

