



# 7 Steps to Update a New Executive's LinkedIn Profile

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When a new executive joins your company, help them update their LinkedIn profile as part of your onboarding.

Here are the sections to focus on.

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# 1 Add their new role to the experience section

Provide your standard company description, then add their role and responsibilities.

Make sure they link to your LinkedIn company page (so your logo shows on their profile).





# 2 Update their Headline

Include your preferred keywords.



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# 3 Revise their About

Talk about their new responsibilities, plus their vision for the role.



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# 4 Provide a branded header graphic

Or suggest they use a photo from a speaking engagement.



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# 5 Offer links for the Featured section

Provide links to articles, podcasts, or videos about your company.



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# 6 Update Contact Info

Provide recommended website and blog links.



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# 7 Craft a post welcoming them to the team!



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# Want help?

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