

Why Architects need a good LinkedIn profile

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Here are five top reasons why every architect needs a LinkedIn profile:

- **1. Your work.** A picture tells a thousand words. And I'm not talking about your profile pic. You are an artist, a creator, a designer. It is time to show off and LinkedIn is the perfect vehicle to showcase your work. You can upload images, sketches, photographs, link to videos and highlights of works in progress.

- **2. Networking.** There are already thousands of architects online on LinkedIn. Some of them you will know, some of them you will have worked with and some you will admire. Connect with them over a common love of architecture. Don't be shy about contacting someone, but be mindful of LinkedIn's rules and regulations about randomly contacting those outside of your network. Find someone who knows someone who is happy to introduce you, or join a group and see if you can connect with them that way. Get a premium account to give you more options to connect. LinkedIn's search engine optimisation is exceptionally powerful so make the most of it.

- **3. Education.** There are numerous LinkedIn groups that you can choose to join to further your education in architecture. Your field does not stand still so you need to keep up to date with developments in your industry. From cutting edge design, problem solving, building techniques and new materials you will be surprised at the amount your colleagues are willing to share.

- **4. Be a leader.** Contribute to group discussions, comment on issues, blog and write about your field and you will start to attract connections and clients

- **5. Enjoy LinkedIn.** Once you've joined, and become active, you will be amazed at the number of people who will want to connect with you, follow your company, and hire you. Don't knock back a connection, unless it is clearly spam. Someone who has viewed your profile is curious about your skill and background and they have viewed your profile for a reason so take the initiative and connect with them. They could be your next client.

To find out how to make the most of your personal LinkedIn profile, optimise your Company LinkedIn page and get more business contact me on 0407415497 or email me at [This e-mail address is being protected from spambots. You need JavaScript enabled to view it](mailto:)

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