**INTRODUCTION**

This document helps set up the information required for a successful launch of a LinkedIn profile page and a Google Profiles page. Having this information prepared will give you a chance to think what you really want to say before you step through making the page and feeling pressured to write content on the fly.

Some of the information is only pertinent to one or the other profile page, but other information appears on both pages. This is the web, therefore, these pages are constantly changing, you may find some slight differences between this document and the current profile pages.

Once you have completed this document, sign up for a LinkedIn profile at [www.linkedIn.com](http://www.linkedIn.com) and fill in your profile. There is a little gas gauge on the right side of your profile page and your objective is to move the gas gauge to 100% complete. Also sign up for a Google Profile at [www.google.com/profiles](http://www.google.com/profiles); you do need a Google account, but you are not required to have a Google Gmail address (you may use any email address you wish).

These profiles are the basic building blocks for developing a structured and controllable social graph on the Internet.

**KEY**

* GP = Google Profiles
* LI = LinkedIN
* Unmarked = used by both GP and LI

**CONTENT**

First Name:

Last Name:

Former/Maiden Name:   
(supply this name only if you have previously worked under the former name)

Nick Name (GP):

Display Name (LI):

Display my full name for search (GP)?   
(Should check this box. This enhances the ability of search engines to find your profile.)

Allow people to contact me by email (without showing email address) (GP)?  
(Should check this box.)

Display the list of people I'm following and people following me (GP)?  
(Only check this box if you are using GP as part of your active social network.)

Photo:  
(Use a photo that tells the viewer something about you. A business portrait is fine for business, but your response may be enhanced by using a photo that exhibits your particular business or operating style.)

Where I Grew Up (GP):  
(Unnecessary unless you use this for personal connections or to demonstrate belonging to the community.)

Where I live Now (GP):  
(Be general. For business, associate this with the location you work. “Portland” is a good answer, even if you live in Canby.)

Current Company (GP)

Professional Headline (LI) - What I Do (GP):  
(Describe your service, product, or area of work in about 100 characters.)

Country:

ZIP:  
(This should be your work location and is extremely important for Google to bring up a map to your workplace. )

Industry (LI - selection):

Places I’ve lived (GP - college, career, military, volunteer, mission, etc.):

Companies I’ve worked for (GP):

Schools I’ve attended (GP):

Current School (GP):

Resume (LI - jobs, positions, education):  
(With LinkedIN you can either import your resume, or CV, and your profile will automatically be filled in for you. But what the computer chooses automatically will never be as good as what you choose carefully. The best course is for you to select portions from your resume or CV and input those as individual sections.)

Short Bio (GP):  
(This can actually be very long. Google is a web entity, so web links are encouraged.)

Summary (LI):  
(Your summary should specify the business areas you are interested in and the work you do.)

Specialties (LI):  
(Specialties are open for interpretation, but mainly they should refer to specific techniques or audiences/markets you address in your work.)

Interests (LI & GP):  
(What do you hope to get from this profile? What kinds of work or activity?)

Something I Can’t Find Using Google (GP):  
(Use this to promoting a work philosophy.)

My Superpower (GP):  
(What are you best at doing in work?)

Links:  
(These are opportunities to link from one profile to another and bind them to generate search activity.)  
LinkedIn (GP)  
Website(s)  
Blog  
Facebook  
Twitter  
(YouTube, SlideShare, Scribd, Flickr, Delicious, MySpace, Reader, Picasa, Upcoming, FriendFeed)

Groups and Associations (LI):

Honors and Awards (LI):

Personal Information (LI):  
(Fill this for search reasons, but do not display.)  
Phone  
Address  
IM  
Birthday  
Marital Status

Contact Settings (LI - selection & written: Messages, Opportunities, Contact Advice):  
(These selections determine how you wish people to contact you. Your information does not need to be displayed, people can contact you through the profile.)

Applications (LI, GP):  
(These are different social network applications in which you may participate and list for linking on your site. Do not feel required to join or list any of these, although some of these you may find interesting and helpful.)  
WordPress  
Blog Link (TypePad)  
SlideShare  
ReadingList (Amazon)  
Company Buzz  
Google Presentation  
Box.net Files  
LinkedIn Polls  
Tripit  
Huddle  
SAP Community Bio (LinkedIn)  
Tweets (LinkedIn Twitter client)  
Events (LinkedIn)

What are you working on? (LI - develop plan):  
(This is an area that should be updated weekly or daily depending on your use of LinkedIn. If you use LinkedIn regularly, then develop and calendar a regular plan for updates—and follow that plan!)