The Profile SetUp

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- Complete Needed (But Neglected) Sections
- Quick Quality Profile Picture
- Compelling Cover That Sells YOU
- Small Settings That Make a Difference

Complete It

- Work /Education
- About Me Section
- Contact Information

Quality Profile Pic

- More in depth information in both Movie Poster and Profile Rerun Sections
- For now, you just need a decent image that is congruent with the positioning and branding you want
- Add a description
- Let's focus on the DON'TS

Profile Pic DON’TS

- YOU MUST BE IN THE PICTURE!!!
- Don’t use a picture more than 1 year old
- Don’t use a low resolution image
- Don’t crop to much
- Don’t be overly revealing/sexy

Cover That Sells YOU

- Billboard for your business
- Clear definition of what you do
- CTA not required

Settings

- Privacy
- Timeline
- Followers
- Username