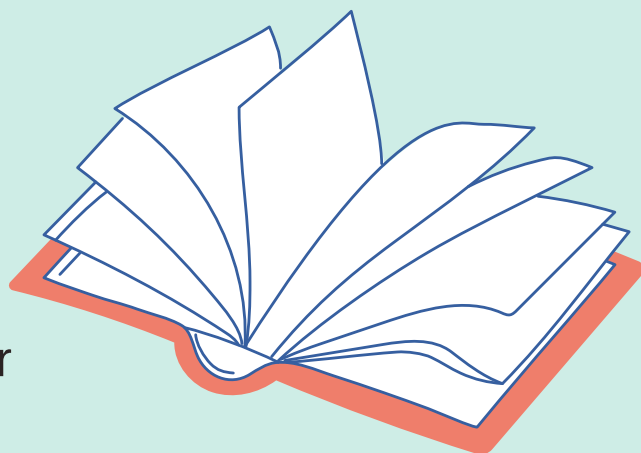


Post Graduate Presents 5 Purposeful LinkedIn Posts

**Building Your Professional Brand as an
Early Career Professional**

Personal Stories

Though LinkedIn is a professional platform, people are craving authenticity. Humans are naturally curious about other humans. Sharing little moments of your life, especially when they provide context for your professional identity and support your personal brand, is okay.



Learning Experiences

Any good takeaways from your last professional development experience? Go ahead and share them. People love learning new things about their field and may even want to spark up a conversation about them.

Questions & Requests for Advice

It's okay if you don't know it all! Asking questions is a sign that you're always willing to learn more. Many people love giving back when they can and will gladly respond. This is also a great opportunity to form relationships with senior professionals in your field.



Network Appreciation

Everyone enjoys a little appreciation now and then. Has your team recently finished a huge project or even just a regular workday? Show a little love with a supportive LinkedIn post. A shoutout can strengthen team relationships, boost morale and demonstrate leadership.

Educational Milestones

Don't feel weird! It's okay to celebrate your accomplishments. Life milestones, like a new degree or certification, also contribute to your overall personal brand and can give you visibility among those relevant to your professional goals.



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