FOR INTERNAL USE ONLY

Updating your LinkedIn Profile

On Oct 26th, if you already have Enterprise Holdings listed on LinkedIn, please do not make any changes. LinkedIn will automatically adjust Enterprise Holdings to Enterprise Mobility. If you have Enterprise Fleet Management, Entegral, or another business line listed as your current company, please manually adjust to Enterprise Holdings. LinkedIn then will automatically adjust to Enterprise Mobility.

An up-to-date LinkedIn profile can be an impactful tool for personal branding, career development, and staying engaged with potential customer networks and professional networks alike. To accurately reflect our corporate brand, Enterprise Mobility, as your employer see the guidance below for the best ways to accurately represent your role and contribution to the organization.

When creating a new LinkedIn Profile or editing an existing one – there are a couple key areas where you can highlight your role/job title as well as your employer.

These are:

- Company name
- Job title
- Your personal headline

Listing Enterprise Mobility as your employer

When listing your role in the Experience section of LinkedIn you can utilize the title section to showcase the business area you specifically support, although defining a business line or area within your title is completely optional. The company name **should always be Enterprise Mobility.** Here are some options on how to format your title:

- Your job title, business line
- Your job title **for** business line
- Your job title – business line

Example

Talent Acquisition - Enterprise Fleet Management
Enterprise Mobility • Full Time
Jan 2022 • Present
St. Louis, Missouri, United States

OR

Account Manager for Enterprise Flex-E-Rent
Enterprise Mobility • Full Time
Jan 2022 • Present
Egham, England, United Kingdom

Using Your Personal Headline to Reflect your Role

Personal headlines are your opportunity to explain what it is you do and to show your passion and value. If you use LinkedIn to build business connections and generate leads you may want to use the space as an opportunity to communicate your role and area of expertise. Use a similar format as defined above to represent your role and/or indicating a specific line of business or business area.

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Example

Chase Sanderson
Experienced account manager for Enterprise Flex-E-Rent
United Kingdom

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