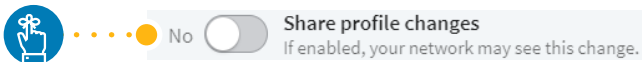


# HOW TO CREATE A COMPELLING

# LinkedIn Profile

This LinkedIn Profile Optimization Guide will arm you with the essentials for creating a great LinkedIn profile that impresses all those who view it.

**Before you make any changes, turn off your network notifications!** To do so, go to Setting & Privacy under Account. Under the Visibility tab, you want to make sure to toggle the button for "Share profile updates with your network" to NO.



## YOUR LINK

Personalize your LinkedIn profile URL (e.g., <https://www.linkedin.com/in/kathryn-m-martin/>).

- › Whenever possible, choose your name. If your name is not available, think of a way to still use it by including a middle initial or designation after it. Search engines can pick up your name garnering more visibility.
- › Once you have your URL set, use it everywhere—on your business card, email signature, other social networking sites and marketing materials.
- › To update: View your profile > Edit public profile & URL > Edit your custom URL

## YOUR NAME

This is your first impression so keep it clear and concise.

- › Don't add any acronyms or credentials to your name.
- › Always use your personal name—not a company name or nickname.

## PROFESSIONAL HEADLINE

This is the most important field in your profile.

- › You have 120 characters. Include keywords and phrases you think others would search for when doing an online search for someone who provides what you offer.
- › Write a unique headline that describes you; don't use the default title and company. Example: Law school graduate interested in litigation
- › Make it memorable and enticing enough for someone to click on your profile.
- › Your headline can be changed as often as you'd like.

## BACKGROUND IMAGE

Create custom background image with your personal contact information.

## PROFILE PICTURE

Accounts with a profile photo are 21 times more likely to be viewed.

- › Your profile picture must be an accurate reflection of who you are in a business context.
- › Badly cropped, skewed and/or inappropriate pictures will not reflect well on you, nor will company logos as you miss the opportunity to make a connection with the user or jog their memories of having met you. Examples of profile picture do's and don'ts are shown below.
- › Black and white pictures can be more flattering and often stand out because they're less common.
- › To update: View profile > Click on profile photo > Edit or Add photo



## SUMMARY

Talk about who you are and be clear about what you can do and what you offer.

- › The new profile interface only shows the first 2 lines of your summary before a reader has to click SEE MORE to see the full version. That means you have 200-250 characters (or about 25-42 words) to make your opening compelling.
- › Summary maximum is 2,000 characters. Use this space to add a humanistic touch and humor to your profile.
- › Make the summary about you and your skills. Tell a compelling story about yourself, highlighting your experience, key skills, awards and accomplishments.
- › Write in first person.

## CONTACT INFORMATION

- › Best practice is to use your work email in this section.
- › You can also include your phone number, address and birthday in this section as well as instant messaging options.
- › Be sure to update this information regularly.
- › To update: View profile > Contact info > Click pencil

## WEB SITES

**You can include up to three websites in your profile.**

- › Use LinkedIn's preselected options and choose one that most closely relates to the type of website you are including.

## EXPERIENCE

**This is a great place to use your keywords, both in the title you hold as well as in the description of what you do.**

- › You have 100 characters in the title and 2,000 in the description.
- › Include all relevant experience that you have, both paid and volunteer positions, since college.
- › For every position you've held, include the following:
  - What your company does
  - Who your customers/clients are
  - Where you are located
  - What you do in the company
  - Any accomplishments you have had
- › Add documents/samples of work under each job, if you have them.

## EDUCATION

**List all education you have had.**

- › Include college, business training, technical training and any professional training you've had.
- › Include all accomplishments, awards, special projects and credentials that will enhance your credibility.

## VOLUNTEER EXPERIENCE

**List organizations that you are actively involved with or have been in the past.**

- › Be sure to also follow those pages if they are on LinkedIn to showcase your involvement.

## FEATURED SKILLS & ENDORSEMENTS

**Have keywords in mind and list the skills you have that people may be searching for and relate to your job.**

## RECOMMENDATIONS

**Simply ask people that you know for a recommendation.**

- › Get recommendations from your clients, team members, candidates and others who can speak to your work quality.
- › Always customize the message that is sent out when asking for recommendations.
- › Make it easy for the person you are requesting a recommendation from by providing a sample.
- › Try to get at least 5-10 recommendations on your profile and keep them up to date.
- › One of the best ways to get recommendations is to give them!

## ACCOMPLISHMENTS

**Add professional accomplishments that will make your profile stand out.**

- › Certifications
- › Courses
- › Honors & Awards
- › Languages
- › Patents
- › Projects
- › Publications
- › Test Scores
- › Organizations

## INTERESTS

**You can join a total of 50 groups. Take advantage of that—this is a great opportunity to build your network!**

- › Look for groups that are in your geographical area and your industry or groups where your ideal connections may be.
- › Join the alumni groups of your schools to re-establish connections and make new ones with similar interests.

