



YOUR LINKEDIN PROFILE: THINGS TO REMEMBER

It's a place where you build trust. What do you want others to know about you as a professional?

You want to be strategic.

- Complete your resume first. Your LinkedIn profile is not a copy of your resume, but you will use parts of it to strategically populate your profile.
- Be strategic about your profile, show the **VALUE** you bring to your profession
- Give yourself a headline that's professionally relevant
- Summarize what you have to offer – don't forget your people skills
- Less is more – be confident in what you publish
- Provide enough information to be **INTRIGUING** – you want to prompt a meeting not prevent one

A couple of notes before you start, go to: ***Settings and Privacy under the “me” dropdown***

Click on the ***Privacy*** tab

- Click on **Edit your public Profile**. On the top right-hand side, clean up your URL. **Take the letters and numbers appended to your name off and find a unique combination.**
- Back in the **Settings and Privacy** Scroll down to **How Others See Your LinkedIn Activity**, and turn off Sharing Profile Edits. Decide what your most significant edit will be, put that aside until the end. Turn this option back on before you make that significant edit.
- Go through the **Settings and Privacy** area and make sure the settings are right for you!

Header Section

- **Background Photo:** upload a photograph from your desktop. A neutral photo or something that reflects your profession.
- **Profile Picture:** Should be a headshot that depicts who you are professionally.
- **Professional Headline:** Make it more than your job title. Different companies use different titles for the same job and it is part of what LinkedIn uses to search for you. Use your title and specialties, alternatively use a mandate statement or unique phrase.
- **Current Position and Education:** Populated from sections below.
- **Location and Industry:** based on postal code. Use one that represents the area you want to work. For the industry you must pick from a drop-down list.
- **Contact Info:** Your LinkedIn URL email address is provided to all your first level connections. It is what seals the trust between you. Any other field you populate here will be seen by your whole network.
- **Summary:** A summarization of what you bring to your profession. Show your **VALUE** and **INTRIGUE** someone to want to talk to you. This is similar to your profile on your resume. The difference here is you can personalize it more. You can use the pronoun “I”. Remember you are building trust within your network. What do you want them to know



about you? Show the value you bring to your profession overall, and intrigue them to want to talk to you and learn more. Note: The first few lines are displayed on your profile and someone needs to click “more” to read it fully. Make sure those first few lines are intriguing enough to entice someone to hit the “more” button!

Experience Section

- Lists the Companies you have worked for and the roles you fulfilled.
- In the descriptions for each role ask yourself:
- What value did I bring to this particular role?
- Summarize your responsibilities. You want to intrigue someone to want to speak to you more, not give them the opportunity to make a decision regardless as to whether it is right or wrong. Dangle the carrot!

Licenses and Certifications

- List any licences or certifications you have along with expiry dates if necessary

Education Section

- You do not have to put in dates. If dates are present and you have more than one institution, they will be ordered reverse chronologically. Otherwise they will be ordered alphabetically. The order can be changed.

Volunteer Section

- If you volunteer show it! It is highly regarded professionally. It can show fit with a company.

Skills and Endorsements Section

- Used in keyword searches. LinkedIn will give examples and you can create your own. First level connections can endorse you and recommend additional skills and expertise as well. You can choose to be endorsed or not. Your top 3 skills are pinned to the top. To change a pin, you must unpin the one you want to replace first and then pin the one you want to showcase. You can order your skills by clicking on the 4 lines on the right and dragging them to the position you want.

Recommendations Section

- Recommendations are associated with a particular role. Manage your recommendations. Make sure your recommendations support what you are saying about yourself in that role description.

Achievements Section



- This section contains the rest of the sections available to you to add to your profile. Including: Publications, Patents, Courses, Projects, Honours and Awards, Test Scores, Languages

Interests Section

- **Companies:** Follow companies you are interested in
- **Groups:** Join groups that reflect your profession and interests
- **Schools:** Educational institutions you have attended