

Opportunity starts with your profile

Use this guide to build a profile that quickly tells an impactful, professional story. Give viewers a glimpse into who you are and get them excited to learn more. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.



1. PHOTO

Select a photo that represents you professionally. This helps **humanize your profile** and makes you more approachable.

The screenshot shows a LinkedIn profile for Jill Jones. At the top, there's a search bar and navigation icons. The profile header includes a profile picture, name 'Jill Jones', title 'Senior Manager, Internal Communications at LinkedIn', and location 'San Francisco Bay Area'. Below this are 'InMail' and 'Connect' buttons. The summary section starts with 'I have more than 10 years of experience in Internal and Corporate Communications at Fortune 500 companies...'. The experience section lists 'Senior Internal Communications Manager' at LinkedIn from Feb 2016 to Present. The media section shows three video thumbnails. The education section lists 'San Diego State University-California State University' and 'Archbishop Mitty High School'. The featured skills section shows 'Internal Commun...' with 96 endorsements, 'Corporate Comm...' with 58, and 'Strategic Commu...' with 58.



2. LOCATION

Including the city where you are based makes you **stand out up to 23X in searches**, so the more details you have the more likely you will be found and connected to your next opportunity.



3. SUMMARY

Think of your summary as your "elevator pitch." It should **tell people what they can expect** from you, and **describe what you do** to someone who's unfamiliar with your job. Highlight your strengths.



4. EXPERIENCE

Be natural. LinkedIn is not a job board, so your experience doesn't have to read like a resume. **Describe your major wins or projects, and the value you brought to your team** in 2-3 sentences. Start with your current position.



5. PICTURES & VIDEOS

Use photos, videos, presentations, and other rich media to make your story jump off the page. This is also a great way to **showcase your company & employer brands**.



6. EDUCATION

Fill in your degree type, fields of study (if applicable), grade you received (optional), and the years you attended school. Members who have an education on their profile **receive up to 11x more profile views** than those who don't.



7. ENDORSEMENTS

Add skills you want to be known for, and your network can endorse you for the ones you've listed. Accumulating a high number of **endorsements adds credibility to your profile**.



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Preparing to write your profile

Let's create smart and memorable content for your profile. Answering these questions will have you writing your experience, summary, and headline like a pro.

When thinking about the work I do, what words do my clients/peers/managers consistently use to describe my work?

How would I describe what I do to someone completely unfamiliar with my field?

What do I want to be professionally known for?

What can people expect me to bring to the table?

What do I love most about what I do?



PASSION

Above all, let your passion for what you do come through in your profile. Get creative and don't be afraid to **show your personality**.



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