

Your LinkedIn Profile in 10 Steps

1. Who are you?

- Use the name people will search for
- There is a way to add former names

2. Headshot

- Hire a professional
or pick a friend who takes really good pictures
- Professional appearance
as defined by your *next* job
- Natural light
morning or evening light is better
- Close-up
be the focus, don't crop others out
- Current
about every 3 years, or needed as appearances change

3. Customize your URL

- Do it!
- Make it simple
- Use it on your resume

4. Customize your profile

- Review the options
- Pro-tip: check what LinkedIn defaults your "industry" to

Check out the Professional Statement webinar for more about this topic

5. Summarize your professional background

- Tell a consistent story
- Show your growth
- Show, don't tell
- Keep it relevant
- Use words that cross positions and industries

Review the Refresh your Resume webinar for complementary information

6. Update your education

- Formal education
- Informal education (e.g., MOOCs)
- Remove GPAs and
- Trim extra information (specific courses, etc.)

7. Customize your accomplishments

- Certifications
- Certificates of Completion
- Publications
- Honors or Awards
- Patents
- Languages
- Organizations

8. Skills, endorsements & recommendations

- Make suggestions
- Accept suggestions
- Prune
- *Bonus points:* Endorse others & write recommendations

9. Portfolios: Show, don't tell

Purpose

- Augment your resume
- Highlight work outside of your day-job
- Shows your passion and purpose
- Sets you apart

What

- LinkedIn blog post original content
- Link to online content (e.g., video of your presentation or awards ceremony)
- Upload and share slide deck or work samples

10. Feed your network

- Connect with others, warmly
- Join groups
- Participate (like, share, message)
- Help others
- Acknowledge accomplishments
- Use the "reminders"