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

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

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”

Check out our full webinar series at www.ohsu.edu/management