



Use a background banner image that matches you and your professional story. Don't just stick with the default image



Courtesy of WordsmithResource LLC



Use a current, clear, and professional photo. Do not use an avatar or a photo of your pet. People engage with people.

## Jane Doe

What Do You Do? (Not Your Job Title. What Do You Do Solutions-Wise?) | Who Are You?

#topics #you #are #an #expert #in  
#content #you #are #interested #in  
#what #is #important #to #you



What content you talk or write about the most (e.g., business, jobs, professional development, artificial intelligence, social media)

<https://doesyourlinkmakesenseandisitprofessional>

## Featured

This is your curated content

What do you want visitors to your profile to see and know about you?

Use this section to feature the posts most important to you.

Also, feature the posts with the most likes and comments. It gives visitors the opportunity to see what you care about and how you communicate

## Activity

This section highlights your activity on LinkedIn, including the comments you contributed to other members' posts, stories, and breaking news. **This section should not be blank.**

LinkedIn is a professional networking community. A blank activity section can be likened to an in-person group or team where you sit there and are not contributing anything to advance the conversation or achieve established goals.

What topics are you interested in? Find and join LinkedIn groups that are relevant to your current and or future professional journey. When members in the group start a conversation, it will show up in your feed, giving you the opportunity to provide your professional opinion and insights.

## About

This is one of the most important sections of your LinkedIn profile page. Why? Unlike your résumé, in this section, you are not limited to the confines of just your skills, experience, and education. You can “speak to” your audience and project your personality, what you are passionate about, and who you are here to help and support.

Whether you are a professional that works a 9-to-5 or are a business owner, **do not use this section to engage in traditional selling or to dump your entire work history since the beginning of time.**

Your first sentence should be brief and eye-catching; and for your first sentence to stand out, put a line space between this sentence and the next one.

Details to touch on in this section (Show Them Who You Are):

- ✓ What secondary or tertiary information about yourself do you want visitors to know?
- ✓ What have you dived into in terms of experiences, events, and projects? What have you managed or been a part of, that you can enthusiastically speak to?
- ✓ What do you do that is exceptional or unique?
- ✓ What are you looking for?

Your content can further stand out by using bullet point symbols or emojis at the beginning.

## Experience

Do not skimp on this section or provide kitchen sink descriptions of the jobs that you have held. You must strike the right balance and give just enough information to grab and hold the reader’s attention. Go high level and use a list format. Document those bitesize chunks of relevant experience.

This should not be an all-inclusive list of every task and responsibility you execute. Leave some information for the interview. (“Additional details disclosed via interview.”)

If you are working two jobs at the same time, put the experience that is relevant to the next job you are looking for, first.

## Education

List your highest college degree obtained first.

No degree? Not to worry.

List any relevant classes. Do not list every class you have ever taken.

## Licenses & Certifications

As skills-based hiring is on the rise, this is another important section. Do not leave this section blank. Don't have any certifications under your belt? Start looking for a certification course that makes sense money-wise, industry-wise, and schedule-wise.

## Skills

Ask connections that are familiar with your work performance to endorse you.

You can demonstrate your soft skills by answering some LinkedIn questions. Your responses will be included in relevant job applications that you submit through the platform. You have the option to respond in video format or written. (\*If your career path is social media or another venue that requires you be on camera, opt for the video format. This will give you the opportunity to showcase your personality and uniqueness.)

Another option is to take LinkedIn skill assessments where, if you score in the top 30% after answering 15 multiple choice questions, you earn a skill badge that will appear on your profile.

## Recommendations

Did you recently receive kudos for a job well done on a very important project? Ask the professional who recognized your work and performance if they wouldn't mind giving you a recommendation on LinkedIn.

What should the recommendation include? How you know the individual giving the recommendation. What work or project was involved. What solutions you created and or what pain points you solved. The right adjectives strategically placed can take a recommendation from boring to scoring! Once it is written, before you accept the recommendation, read it. Will it enhance or detract from your profile? If the former, go ahead and hit accept.

## Courses

Include relevant courses that will grab the hiring manager's attention.

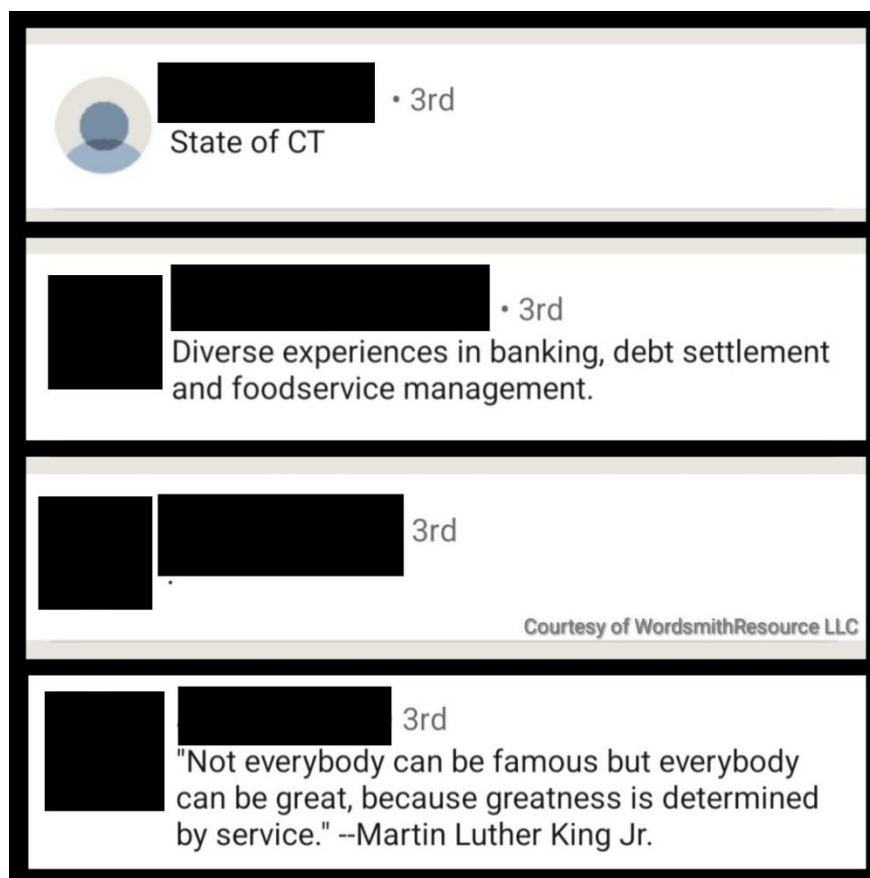
## Organizations

Do not underestimate professional affiliations. What organizations are you a member of? Include only those organizations that you are currently affiliated with (current/active member).

## Interests

The influencers, companies, groups, and schools you follow, are a member of, and/or are connected to will be listed here.

## Headline Examples (Do Not Do's):



- Example #1: Using your headline to list the state where you live does not offer any information into who you are and what you can do for potential employers.
- Example #2: Listing several different areas of experience lacks focus, is not specifically targeted to what you are looking for and positions your résumé to go nowhere.
- Example #3: No headline at all. Your photo and headline are the first nuggets of information recruiters and hiring managers see. Why would you leave value (your usefulness) on the table by not including a headline?
- Example #4: Quotes are cute, but they do not belong in your headline. Why? You have but a few seconds, if that, to attract the attention of your visitors.

Use the 220-character limit (even emojis, if they will help describe who you are and what you do), as a good opening salvo. Pique their interest at the outset, and they may very well continue perusing your profile, and some time thereafter, contact you for more information.

Still need help with your LinkedIn profile page? Text, "Yes, I need help with my LinkedIn profile page," along with your name, to 914-434-3385.