



Ready Reference D-21 Building Your LinkedIn Profile

Building Your LinkedIn Profile

If you do not already have a LinkedIn profile to work with, simply follow the instructions for registering and establishing the basics. (LinkedIn should be updated once a year)

Getting Started:

Once you have completed the basics, it is time to work on the three most influential elements:

- Headshot
- Headline
- Summary

Throughout this process, keep in mind that LinkedIn is about building relationships and connections in a purposeful, organized way, not just adding people for the sake of maybe getting a job. Also, keep private until complete.

Headshot:

Your picture is the first thing other users will see on your profile so consider what message your headshot is portraying.

Be attentive to:

- Quality of photo
- Eye contact
- Smiling
- Proportion of image
- Cropping

Ask yourself if your photo is professional, good quality, and timely.

Headline:

Go beyond your "job title"...Don't let the system default determine your introduction, this can be the hardest thing to write.

Examples:

- Merchandising senior | Strong analytical skills balanced with creative insights.

- Customer-focused pro who can program every robot in your manufacturing facility. Specializing in ABB, FANUC, and Kawasaki robots.
- Tireless, caring registered Nurse who helps pediatric cancer patients and their families feel at ease throughout treatment and recovery.

Summary:

The summary is a first or third person perspective that includes a discussion of your career goals. You should integrate information about the status of your professional development as well. A good way to begin is to answer questions such as: who do you want to reach with your summary? What do you want them to know about you? How do you want them to feel after reading your summary? Use key words that are standard in your industry.

The order of your content should follow similarly to how you would compose your resume (see ready reference E8)

BRAND YOUR PROFILE

Be purposeful

Reflect the right (key) words

Attend to your audience

No Stone left unturned Complete your profile!

Develop & deliver your message

Extra:

Customize your LinkedIn URL via settings

OKState email only

Include personal interests

Do NOT include birthday

