

LinkedIn Guide

Follow this checklist to build a strong LinkedIn profile. Click each subtitle for instructions on personalizing that section.

- Professional Headline** can be your current job title (“Project Manager”), your career goal or focus (“Engineering Graduate Student focused on Medical Device R&D) or components of your work (“Communications Professional | Writer & Editor | Creative Writing Instructor”). More tips from [Work It Daily](#).
- A **Photo** of yourself, in professional attire, is recommended. Headshots are best so the employer can see your face (avoid hats, glasses, underwater, back to camera, etc.)
- Customize your Public Profile URL** for use on business cards, resume and in your email signature.
- Summary** should express information that can't be found in other areas of your profile. Be sure to include industry-related keywords. Check out our [website](#) for prep questions and sample summary examples.
- Sections** can be added (top right corner of webpage). Consider adding sections such as Projects, Courses, Certifications, Languages, and Volunteering Opportunities.
- Experience** section contains a version of your resume. Use targeted key words and accomplishments.
- Skills & Endorsements** is a very important section to customize since others can “endorse” these skills.
- Recommendations** from past supervisors, co-workers, professors, and others who know you well, enhance your profile.
- Posts/Articles** are a great way for viewers of your profile to learn more about you or the expertise you bring to your desired industry.
- Background Photo** can now be added to your free LinkedIn account. Avoid using a picture with people in it.

TIP: Check out this [infographic](#) for additional tips to perfect your LinkedIn profile.