Create an All-Star LinkedIn Profile!

Did you know that worldwide one out of three professionals have LinkedIn?* Having a LinkedIn profile isn’t enough—it’s important to have an up to date, in-depth profile as this will help you stand out to companies, organizations, and potential employers, giving you a leg-up in the industry. Here is a checklist to help you get started.

1. **Add a photo.** Adding a professional-looking photo makes you 14 times* more likely to be found! When choosing a photo, keep your target industry in mind; professional headshots will be more attractive to corporate organizations, while start-ups and smaller businesses may be okay with something more creative or casual.

2. **Write an eye-catching headline.** Your headline will default to your job title unless you spice it up. Use this line to indicate who you are and what you want to do. Employers look for keywords in a headline, so be specific to the industry and position you are after.

3. **Customize your URL.** Customizing your URL will make your profile easy to find and it will look sharp on your resume and business card.

4. **Write a summary.** Think of this as a sales pitch for yourself. Ask yourself: What makes me unique? What makes me qualified? What are my passions? Use small paragraphs or bullet points (or both!) to keep this section concise and specific. Ending with a call to action is important because it invites other members to connect with you.

5. **Showcase your education.** Too many people forget to elaborate on their educational experiences! Include information about your courses, projects, and associations on campus to show just how relevant your university experience is. Upload projects and presentations to create an online portfolio showcasing your talent.

6. **Highlight your experience.** Create statements using action verbs and details that describe your tasks and duties from your work and volunteer experiences. Focus on highlighting transferable skills and accomplishments that will relate to your industry of interest.

7. **Add skills and endorsements.** Profiles that list skills are 13 times* more likely to be viewed! Endorsements from your connections can help highlight your expertise with industry-specific skills. Take it a step further and ask for a recommendation!

8. **Keep your profile up to date.** LinkedIn profiles can be a great way for employers to find candidates online, and learn more about individuals and their experiences. Make sure your profile is up to date and matches your recent resume and accomplishments.

9. **Stay active.** There are so many ways to stay active on LinkedIn, so take advantage of them! Join groups that connect with your passions or industry, participate in discussions, or create your own posts to have a vibrant online presence and stay engaged.

*ExpandedRamblings.com