

Highlights of What You Should Include in Your LinkedIn Profile

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Include the following elements in your LinkedIn profile:

1. **Your Photo.** Is your photo “professional” looking? Does it make you look likeable, competent and influential? (Check in with PhotoFeeler.com.)
2. **Your Name.** How do you want people to find you? Are you going to be more readily found if you include a middle name or a maiden name or your current legal name? Do you need to include designations such as PMP, Ph.D., or MBA, etc.?
3. **Your Headline.** This is the most valuable “real estate” on your entire profile. You should consider using **keywords** that express your areas of expertise or your specialty, **not your job title!** It should also be directed toward what you WANT to be doing in the *future*, not necessarily what you have done in the past.
4. **Your Summary.** This section should be written in first person. It offers you an opportunity to be personable and to express your personality, at least a little. Include quantifiable accomplishments and achievements. Use bullets rather than narrative where it is appropriate.
5. **Your Work Experience.** Include jobs that go back 15 years. Avoid beyond that unless it is pertinent to what you want to do that is different from what you are doing.
6. **Your Education.** Include names of schools, degrees, and years of graduation.
7. **Your Recommendations for and from others.** Provide recommendations. *Ask* for recommendations. Include 2-4 recommendations per job/position.
8. **Your Endorsements for and from others.** Offer endorsements. Build your endorsements.
9. **What groups should you join and/or follow?** Join and/or follow groups pertinent to your area of expertise. Like, share, and comment on strands of discussion.
10. **What organizations or companies do you need to follow?** Don’t overlook this feature. It tells something about your level of professionalism.
11. **What Influencers are you following?** Also a section not to be overlooked.
12. **Use documents, artifacts, video, and other materials to showcase your expertise.** Your resume can’t be used this way. Use LinkedIn to round out your resume.
13. **Build your connections safely and appropriately.** Customize your connections requests.
14. **For more personalized help, contact Kitty at KittyBoitnott@gmail.com.**
15. **Make your LinkedIn profile work for you, attracting to you your next great opportunity!**