

Opportunity starts with your profile

Use this guide to build a profile that quickly tells an impactful, professional story. Give viewers a glimpse into who you are and get them excited to learn more. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.



1. PHOTO

Select a photo that represents you professionally. This helps humanize your profile and makes you more approachable.



3. SUMMARY

Think of your summary as your "elevator pitch." It should tell people what they can expect from you, and describe what you do to someone who's unfamiliar with your job. Highlight your strengths.



5. PICTURES & VIDEOS

Use photos, videos, presentations, and other rich media to make your story jump off the page. This is also a great way to showcase your company & employer brands.



7. ENDORSEMENTS

Add skills you want to be known for, and your network can endorse you for the ones you've listed. Accumulating a high number of endorsements adds credibility to your profile.

The screenshot shows a LinkedIn profile for Jill Jones. At the top, there's a search bar and navigation icons. Below that is her profile picture and name, followed by her title 'Senior Manager, Internal Communications at LinkedIn' and location 'San Francisco Bay Area'. There are 'InMail' and 'Connect' buttons. A summary section follows, then an 'Experience' section for her current role. Below that is a 'Media' section with three video thumbnails. The 'Education' section lists San Diego State University and Archbishop Mitty High School. Finally, there's a 'Featured Skills & Endorsements' section with three skills: Internal Communications, Corporate Communications, and Strategic Communications, each with a list of endorsements.



2. LOCATION

Including the city where you are based makes you stand out up to 23X in searches, so the more details you have the more likely you will be found and connected to your next opportunity.



4. EXPERIENCE

Be natural. LinkedIn is not a job board, so your experience doesn't have to read like a resume. Describe your major wins or projects, and the value you brought to your team in 2-3 sentences. Start with your current position.



6. EDUCATION

Fill in your degree type, fields of study (if applicable), grade you received (optional), and the years you attended school. Members who have an education on their profile receive up to 11x more profile views than those who don't.



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Preparing to write your profile

Let's create smart and memorable content for your profile. Answering these questions will have you writing your experience, summary, and headline like a pro.

When thinking about the work I do, what words do my clients/peers/managers consistently use to describe my work?

How would I describe what I do to someone completely unfamiliar with my field?

What do I want to be professionally known for?

What can people expect me to bring to the table?

What do I love most about what I do?

PASSION

Above all, let your passion for what you do come through in your profile. Get creative and don't be afraid to show your personality.

No matter how you define success, it starts with your profile.



1 Profile picture

2 Location

3 Summary

4 Experience

5 Media in experience section

6 Education

7 Skills & Endorsements

Marquise McCoy • 2nd
Corporate Communications Manager at LinkedIn
San Francisco Bay Area

LinkedIn
University of Miami
See contact info
500+ connections

Connect Message More...

Passion and purpose are key in life. In my professional career, this manifests as an ethical external communications professional building culture at LinkedIn as the Corporate Communications Manager tell the stories of how LinkedIn's world class culture has fueled its success by sharing the experience...

Show more

Corporate Communications Manager
LinkedIn
Jul 2017 - Present · 1 yr 5 mos
San Francisco, California

I tell the external culture stories at LinkedIn; the things that make people want to work here, and the reasons why our employees love their jobs. Leveraging corporate communications campaigns, an extensive awards & rankings program, and the @LinkedInLife social channels (Instagram, Twitter, etc.), I work with media and nonprofits to positively position LinkedIn's brand, externally.

Top projects I've led include: the announcement of a new office opening in Detroit; growing social media following by 90 percent in the first sixth months; and the global comm... See more

Show 3 more experiences

University of Miami
Bachelor of Science, Media Management and Sport Administration
2006 - 2010
Activities and Societies: Dean's Student Circle, University of Miami Television
University of Miami's Nanga Award Recipient

Social Media · 77
Endorsed by Michael T. and 5 others who are highly skilled at this
Endorsed by 2 of Marquise's colleagues at Hotwire

Public Relations · 44
Endorsed by Bill Whitman Jr. and 4 others who are highly skilled at this
Endorsed by 2 of Marquise's colleagues at ChoYou

Show more

1. Photo

For starters, add a photo. It helps you build credibility with others and be authentic. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with our filters.

2. Location

Details are good. The more you add to your profile, the more LinkedIn can help you find your next opportunity. When you add your location, you're more likely to be contacted by recruiters and employers about jobs in your area.

3. Summary

This is your career snapshot. Think of it as your personal "elevator pitch." Describe what you do and highlight your strengths. Pro tips: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.

4. Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise. Bullet points work great here.

5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos, and more helps you tell your professional story in eye-catching ways.

6. Education

Be sure to include where you went to school and what you studied. People who list these details get up to 11x more profile views.

7. Endorsements

Add skills you want to be known for—and that your connections can endorse you for. Every new endorsement adds credibility to your profile.

Top tips for a powerful LinkedIn profile

LinkedIn's cheat sheet for attracting the right opportunities

A robust LinkedIn profile opens the door for new opportunities like partnerships, new business, mentorships, or speaking events. It represents you as a professional—and refining it is easier than you think.



The big 3

Profile picture, current position, & summary



1 Profile picture

Making the right connections starts here—include a photo to help your colleagues recognize you on LinkedIn.



A profile picture can get you up to 9x more connection requests.

2 Current position

Keep your professional story up-to-date by including your current position and recent accomplishments.



People with more than 1 job listed get up to 28x more profile views.

3 Summary

When introducing yourself, it's important to be specific about what you can offer.



Best summaries include:

- Your expertise
- Recent skills
- Motivation & interests
- The right keywords

Effective writing tips



Speak to your experience.

Mention key responsibilities, initiatives you've led, and impact. Include data to support your facts.



Be concise.

Swap long paragraphs for bulleted lists so people can easily scan your profile.



Write in the first person.

Your profile is your career story, so the reader should hear it from you.



Easy wins

Location, education, industry, & skills



Location

Get discovered for local jobs, volunteering, speaking engagements, or new business opportunities.



Education

Add your school so your classmates and alumni can easily reconnect with you.



Skills

Add your skills to show your most relevant strengths and abilities.



Industry

Listing your industry helps you connect to relevant opportunities like the right contacts, events, or new business.

More than 300,000 people search by industry on LinkedIn every week.



You're in control

You decide what your network sees

- Any edits to existing sections of your profile won't be shared with your network.
- When adding new sections, you can choose to share it with your network.
- Control who sees your photo by clicking on it, then selecting who can view it.



Your connections will not see this change in their feed or email.



Small updates can lead to big opportunities

Start by updating your profile today

LinkedIn