



# 5 Steps to Making Your LinkedIn Profile CAREER READY



## 1. Post a Profile Photo

Members with a profile photo on LinkedIn can get up to 14 times more profile views than members without. Tips: Use a high-resolution photo, be mindful of your background and what you are wearing, no group pictures - just you. Make sure it's a headshot, and smile!

## 2. Add a Headline

The text under your name on your profile is called your professional headline. It's displayed in search results and can be separate from the title of your current position. You have 120 characters to say something that makes you stand out and gets the hiring manager to click your profile. *Example: Recent college graduate hungry for a high-performing career in sales.*



## 3. Include a Summary

Use the Summary section of your LinkedIn profile to describe what motivates you, what you are interested in or skillsets you have, and what's next in your career journey.

## 4. Update Your Experience

List the jobs you've held, even if they were part-time or internships, along with what you accomplished at each position. You can also include work samples, links, photos, and videos to showcase your experience. Many recruiters and HR teams will search relevant tools and technologies when looking for candidates.

## 5. Enhance Your Profile

You can enhance your profile by adding sections for things like recommendations, education, volunteering, patents, publications, skills, courses, honors & awards, languages, organizations, and more.



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