

# Tips for Making an Effective LinkedIn Profile



- **Choose the right profile picture.**
  - It should be professional looking. How you would look on the job.
- **Choose the right background picture (banner).**
  - It should be something that represents you or the profession you want to be in.
  - Canva.com has templates to help you create one or you can Google “LinkedIn Banner”.
- **Make your headline more than just a job title.**
  - You want it to include keywords that will flag your profile for employers in the industry you are interested in.
  - This is the place to sell yourself at a glance. It should list important roles and responsibilities, especially the ones that are used heavily throughout your profile.
  - Think about your background, what you’ve studied, what experiences you’ve had.
  - If you want to insert a bit of personality, you can.
  - You can Google “LinkedIn headline examples” for ideas.
- **Your about section should be like a story.**
  - Think about all your past experiences. How have they shaped you as a professional?
  - Think about any projects you’ve been involved with and any relevant courses you have taken.
  - Try to bring to life the skills that matter most and the difference they can make.
  - Don’t just list skills but demonstrate how you use them by giving examples.
- **Fill out as much of the profile as you can.**
  - List job experience, courses, certificates, and volunteering.
  - You can even link your Student Experience Record from Learning in Action.
- **List relevant skills in the skills section.**
  - You want to include keywords that are going to come up in employer searches for the industry you are trying to attract.
  - If there are any LinkedIn Skill Quizzes you can take, that is an added bonus. (Ex. Microsoft Office)
  - Add connections to your network that can endorse your skills.
    - It is always a nice idea to endorse the skills of your connections too if possible.
- **Add connections to your network.**
  - Start with people you know, for example, people you went to university with, past and present colleagues or even friends and family.
  - Once you’ve established some connections, go through their connection lists and see if there are any people you know or are in the industry you are interested in.
  - If you’ve had a chance to do some networking in your community, you can add those people as well.
  - Research people in companies of interest or who are in the industry you would like to get into. Send them a connection request and include a message to indicate why you would like to connect.
- **Interact with people and posts.** This can help employers get an idea of who you are and what your values are.
  - Following, liking, and commenting on pages and groups in your industry can not only help you make connections but can also give you more insight into the industry itself. Even just visiting the profiles of people that live in your city and work in the industry you are interested in can start a connection.