

Setting Up a LinkedIn Profile

Complete each section thoroughly in your LinkedIn profile. Use this checklist to create a profile that is complete.

Profile Basics

- Your personal information including first and last name. Don't use keywords, nicknames or humorous references to your job here.
 - Name
 - Title
 - Location
 - Industry
 - Contact Information including an up to date email you use often.
- Customized URL such as [www. LinkedIn.com/in/your-name](http://www.linkedin.com/in/your-name) so your LinkedIn profile is easily found.
- Decide whether you want a basic free account or the premium account. The premium account costs a fee but has more features.
- The headline created is captivating, professional, simple, funny, concise, creative or captures attention and includes key terms about my industry and the role I have within it.
- Consider your target audience when creating your headline.
- Highlight your unique value proposition.
- List your Education, Experience, Honors/awards and Skills/Endorsements

- It includes case studies, research papers, e-books, blogs, events organized, products, my work, the services I offer.

Summary/About:

- Use bullet points or paragraph form to communicate your expertise, skills, major accomplishments and awards/degrees.

For example: I am a [published writer] at [National Geographic], a [technical writer], an [engineering career consultant], [professional speaker] and a [singer]. Currently I work as a [data scientist] at [ABC group], [improving] products and services by using [skills].

Previously, I was [Senior researcher] at [place] where I analyzed market data from {company} for [purpose].

Competencies: [skill], [skill], [skill]

Specialties: [A], [B], [C]

- Shows off your personality in some way.
- Not worded in the third-person. Write like you talk.
- Keep it short and concise. Write in active voice and proofread carefully.

Design

- Add a profile photo of you that is professional, clean and in focus. Select a headshot with a clean background whenever possible.
 - Get a professional headshot if possible
 - Consider the background and colors you'll wear
 - Opt for a square image that can be cropped at upload
 - Image size should be about 400px x 400px

- File size limit is 8MB

- Add a banner or background photo of your business, career, brand. It should be something that looks smart, is a part of your branding using your color or tone and captures attention.
 - Pay attention to how the cover photo and your profile pic work together.

 - It can be an image of you at work or represent what you do every day. It can feature a quote, be abstract, show your achievements, hobbies or adventures or a pretty picture of your location.