

A guide to having the perfect LinkedIn profile



LinkedIn profile

A good profile photo increases the credibility of your profile and helps you stand out from the crowd. Your banner is just as important - use this to represent your skills, passions or your current place of work!

Profile Name

Your **headline** is automatically created when you update your positions. This isn't a true reflection of WHO you are, so you need to change it! You want your target audience to know who you are in 5 seconds.

First impressions count and the featured content section of your profile is effectively your 'highlights reel'. You can 'pin' your content to your profile for people to see when visiting your page. This is a great feature to display content about your work, company or you!



About

Your LinkedIn bio is super important when looking to cement the attention of your target audience. The About section of your profile should express your mission, motivation and skills to people who view your profile. Ideally, you should limit the text to one or two paragraphs while filling this section. You can use bullet points if you're not comfortable with writing paragraphs.

Experience and Skills

Add all your relevant work and education experiences:

- You should keep your profile updated with all your professional experiences that align with your current career goals.
- Adding a small summary about each role will allow your target audience to understand your skills and experience on a deeper level.
- You can also add media samples to provide quick access to your work portfolio.

A list of relevant skills on your profile also helps you showcase your abilities to other members - like recruiters. Once you add your skills, your connections can endorse them. If someone endorses your skills, it will increase the likelihood of you being discovered for opportunities.

Recommendations

Request recommendations from your connections; a recommendation is written to recognize or commend a connection, such as a colleague, business partner, or student. There's no limit to the number of recommendations you can request for.

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Whether your profile is in need of a freshen up for your customers or you are looking for a new job opportunity, these tips will help boost your profile and connections!



Scan the QR code to take a look at some example LinkedIn profiles.



Wonsulting Walton

(Example profile)



Wendy Javier

(Example profile)

Good luck!