

Sanat-o-Tijarat

Building a Professional LinkedIn Profile

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile is a key differentiator in the job market.

1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as "Student, National University" or "Sales Executive"

2. Display an appropriate photo

Remember that LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Vacation photos, cartoon avatars, etc don't fit in the professional environment of LinkedIn.

3. Show off your education

Be sure to include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes

4. Develop a professional summary statement

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant work experience, internships, volunteer work, etc. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

5. Fill your "Specialties" section with keywords

"Specialties" is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

6. Update your status regularly

A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, books you have read, etc.

7. Show your connectedness with LinkedIn Group badges

Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common.

8. Collect diverse recommendations

Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held.

9. Claim your unique LinkedIn URL

To increase visibility in a search queries, set your LinkedIn profile to "public" and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). This also makes it easier to include your LinkedIn URL in your email signature.

10. Share your work

Finally, add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed.

