

Crafting your LinkedIn Profile



What is LinkedIn?

Why do we use it?

How is it beneficial for us?

Create / Edit a profile

Profile



Who are you ?



What you do ?



What you've
accomplished ?

- Job seeking
- Building professional network
- Showcasing achievements

What's your
purpose ?

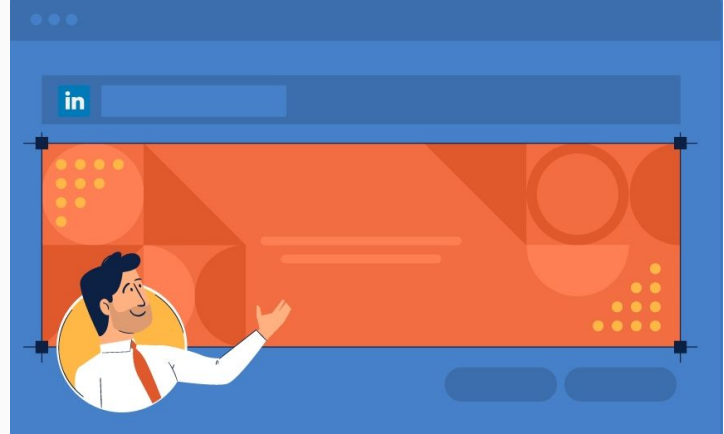
Be Visible

- Quality Content
- Use keywords
- Keep profile up-to-date

Pictures



Profile Picture



Background Picture

Headlines

Job Designation / Interest of work ||
Description of Your Work ||
Passionate About

Headlines

MERN Stack Developer || Create and design websites that are both appealing and functional || Software Engineer

Summary

WWW HI

- Who are you?
- What do you do?
- Why do you do that?
- How do you provide value?
- Include keywords

WWW HI

Featured

- Achievements
- Projects
- Articles

Experience



Education



Skills



Endorsement

Connection and Networking

- Interest based communication
- Profile research and analysis
- Connect with add a note

Job Search

- Jobs Tab
- Personalised suggestions
- Open to work - tag

- Confidence
- Standout from the Others
- Make the job of recruiter easier

Skill Assessment Badge

Top Tips

- Free tools:
 - www.remove.bg
 - www.canva.com
- Summary must “complement” your resume
- Polish your “featured” section
- Expand achievements in “Experience” section
- Get a custom LinkedIn URL

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Contact Me

Q&A