

# No matter how you define success, it starts with your profile.



The screenshot shows a LinkedIn profile for Marquise McCoy, a Corporate Communications Manager at LinkedIn in the San Francisco Bay Area. The profile includes a header with a banner image and a circular profile picture (1). Below the header, the name and title are displayed, along with a 'Connect' button and a 'Message' button (2). The 'About' section (3) describes his passion for building culture at LinkedIn. The 'Experience' section (4) lists his current role at LinkedIn, including a description of his work and top projects. The 'Education' section (6) lists his Bachelor of Science from the University of Miami. The 'Skills & Endorsements' section (7) shows endorsements for Social Media and Public Relations. A 'Show more' link is visible at the bottom of the profile.

## 1. Photo

For starters, add a photo. It helps you build credibility with others and be authentic. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with our filters.

## 2. Location

Details are good. The more you add to your profile, the more LinkedIn can help you find your next opportunity. When you add your location, you're more likely to be contacted by recruiters and employers about jobs in your area.

## 3. Summary

This is your career snapshot. Think of it as your personal "elevator pitch." Describe what you do and highlight your strengths. Pro tip: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.

## 4. Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise. Bullet points work great here.

## 5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos, and more helps you tell your professional story in eye-catching ways.

## 6. Education

Be sure to include where you went to school and what you studied. People who list these details get up to 11x more profile views.

## 7. Endorsements

Add skills you want to be known for—and that your connections can endorse you for. Every new endorsement adds credibility to your profile.