

# Create the Perfect LinkedIn Profile

A 6-step guide for recruiters.

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# Why your recruiter brand matters more than ever



With opportunities everywhere – and more of them than before – you don't pick talent. Talent picks you. When your job depends on finding quality candidates or impressing prospective clients, you need a personal brand that stands out.

**Using LinkedIn to build a strong personal brand goes deeper than a profile picture** – it requires easy-to-implement tactics to cut through the clutter and show candidates who you are, what you believe, and that you know what you're doing.

The following guidelines can help you revamp your profile on LinkedIn, so you can thrive in a candidate's market.

# The anatomy of a well-branded profile

There are a few basics to building a LinkedIn profile that sets you apart.  
Here's how to make your profile shine.

**Engaging, friendly picture**  
that invites people to connect

**Descriptive headline**  
that goes beyond a job title and shows your personality

**Killer summary**  
that highlights your passion, experience, and accomplishments

**Background image**  
that grabs attention and still looks professional

**Easy ways for people to contact you**  
including your email and other social links

**Susan Roberts • 1st**  
I match great people with outstanding jobs.  
Opportunity is my middle name!  
Minneapolis, Minnesota

**Message** **...**

**Flexis**  
**George Brown College**  
**See contact info**  
**500+ connections**

You're an outstanding person and you deserve a job that will help you be all that you can be. This is what I truly believe, and it's what drove me into the always exciting world of talent acquisition at an early age. My goal is to match you with your dream job, and I have 15 years of experience doing...

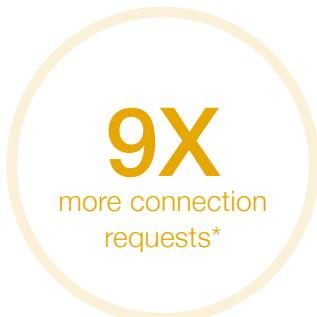


## Step 1:

# Put your best face forward

Your picture is the first thing candidates see. In fact, just having a picture gets you significantly more profile views and connection requests.\* When it comes to profile pictures, make sure it's professional, approachable, and friendly.

And since connecting with people is your job, you may want to have your profile picture done by a professional photographer. Consider getting your whole team on board and having your company pay for it.





# Tips for creating a strong profile picture

If a professional headshot isn't possible, try the following:

## Choose a photo that looks like you

Keep your photo up to date. And make sure candidates can recognize you.

## Put your face in the center of the frame

Crop the picture from the top of your shoulder to just above your head so that your face fills about 60% of the frame.

## Practice your facial expression

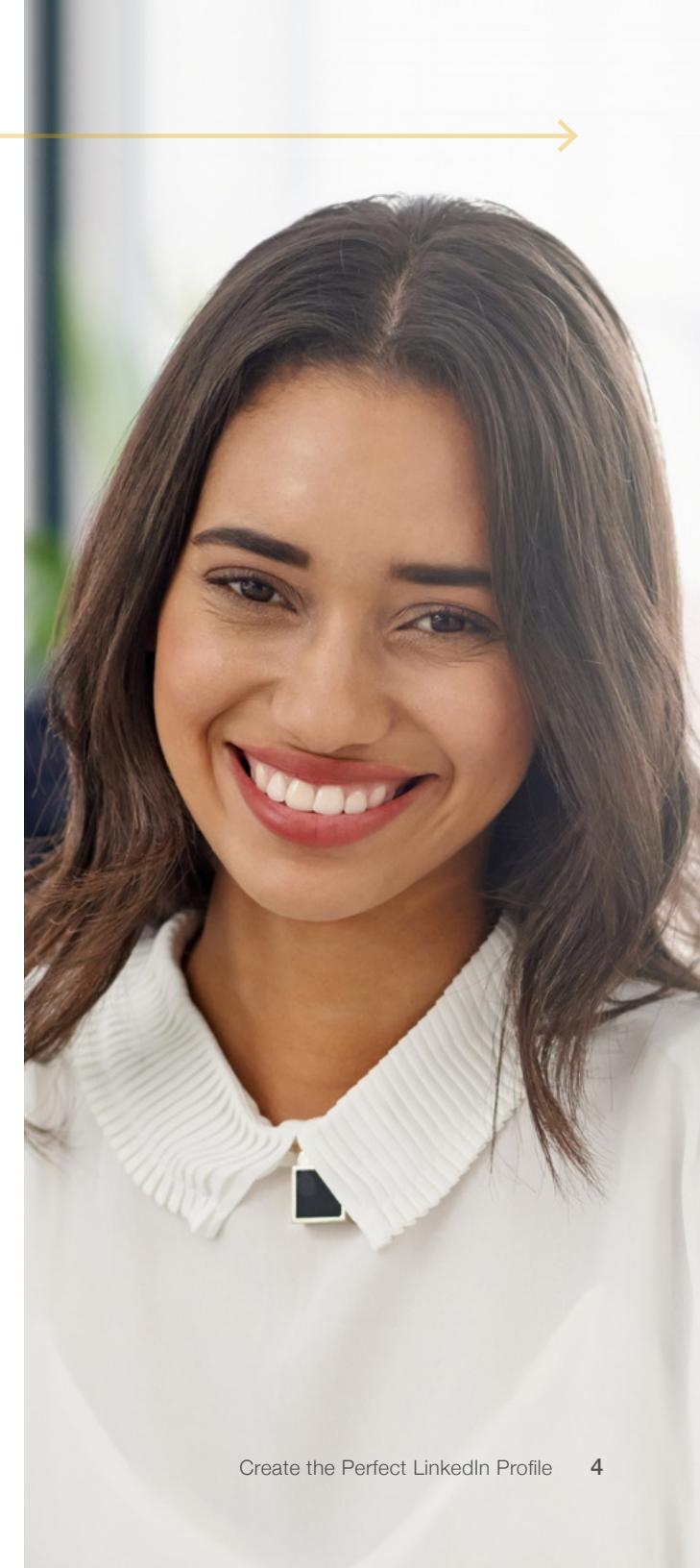
As a recruiter, you want to appear warm and friendly. Don't forget to smile with your eyes.

## Wear what you'd wear to work

Wear clothes that match the environment at your office. And remember that solids look better on camera.

## Choose a nondistracting background

You want to be the focal point of your picture, so keep the background simple.





# Twelve profile pictures done right

Candidates want to engage with someone they like and can trust. Beyond great smiles, these examples are all in focus and have good lighting and simple backgrounds. You'll notice a variety of facial expressions, but all of them are captivating. Looking friendly is a great goal – plus it can make people more likely to approach you.





## Step 2:

# Write a headline that's all you

The headline on your profile goes right under your name. Sure, you could just list your job title. But does that get to the heart of your ability and impact? Think about your headline like this: aside from your photo, it's the single most important factor to making a strong first impression.

### Make it quick

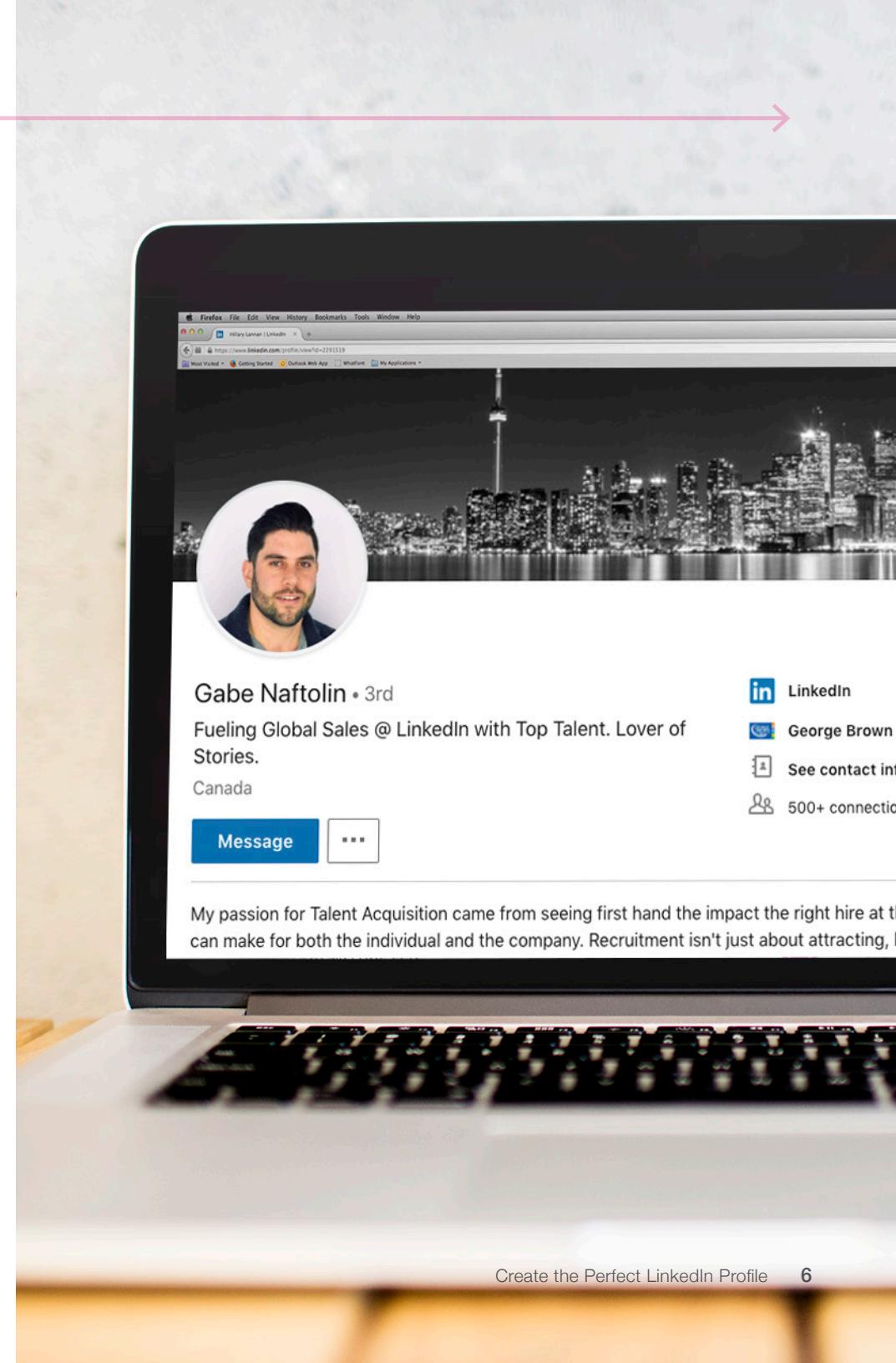
Your headline should sum up what you do in a few words.

### Make it catchy

Think of your headline as your tagline. Make it memorable.

### Make it you

Your headline should be unique to your personality and job.





# Three headlines that stand out

No headline is the same. Whether you're calling out the opportunities you're creating, unique talents, or company, a good headline helps candidates and clients understand your mission and impact. Here are a few examples that will help get you inspired.



Hugh Chaball

Connecting data brains  
with data sets that create  
economic opportunity  
around the world

San Francisco Bay Area



Ava Jones-Frost

Recruiting Evangelist |  
It's only the beginning  
@ Flexis

San Francisco Bay Area



Margeurite Parrente

@ResearchGoddess  
and Unicorn Wrangler  
at Hewlett-Packard

Greater Seattle Area



## Step 3:

# Create a summary that tells your story

*“Seasoned professional with over 20 years of experience.”*

Sound familiar? Generic summaries don't show people who you are, what you bring to the table, and how passionate you are about your job – essential ingredients to gaining trust with new candidates or clients. Instead, use your summary to list your goals, passions, accomplishments, and your mission as a recruiter. In other words, tell people why they should connect with you.

### Make it about you

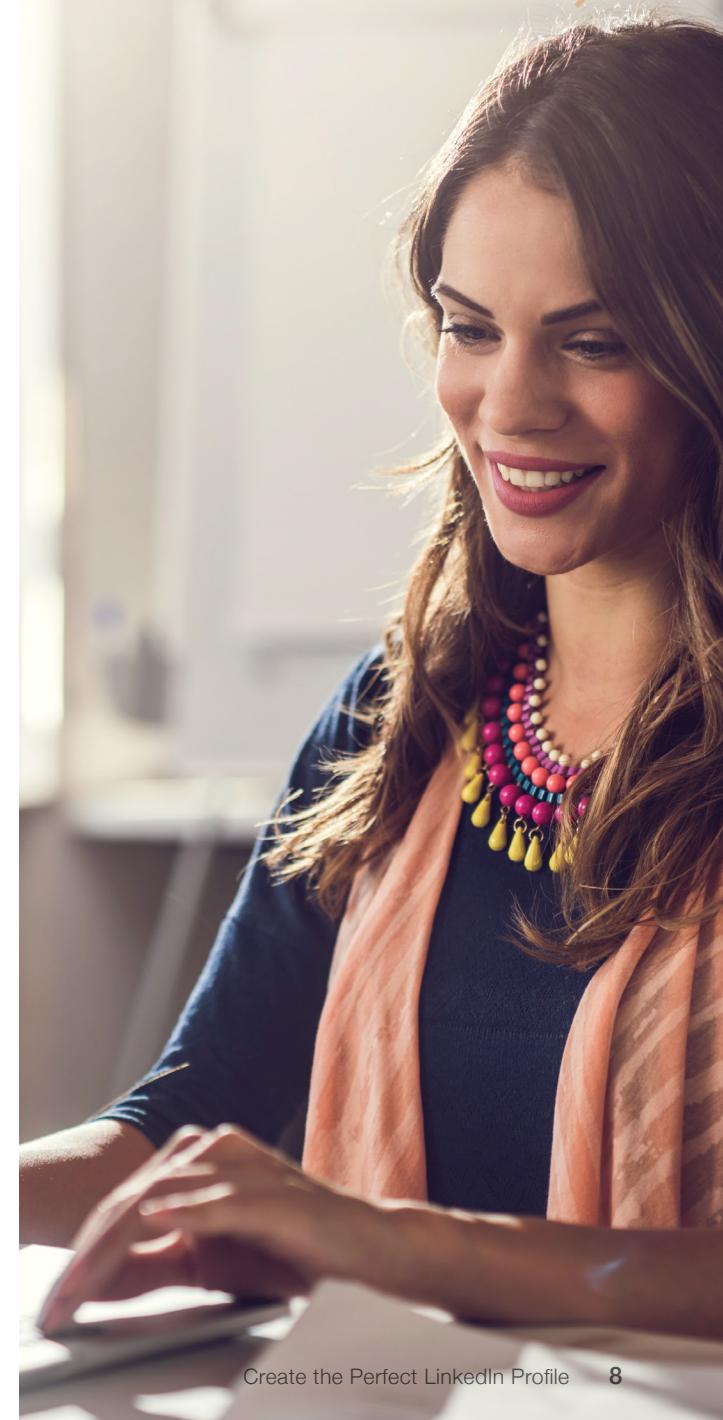
It's OK to focus on you. This is your personal brand.

### Tell a story

This is a chance for people to get to know you. Share your goals and what you're passionate about.

### Write in the first person

Third-person summaries can sound impersonal. Don't be overly formal. And be yourself.





# The seasoned professional

Here, **Elizabeth** uses her summary to highlight her wealth of experience.

Promotes her networking skills; this number proves that she's open to new connections

Makes it easy for candidates to contact her

Shows her priority open roles to make it super clear the type of candidate she's searching for

Lists companies with lots of name recognition and includes impressive career highlights



Elizabeth Catherwood

LinkedIn Evangelist | Connecting You With Best on Planet Opportunities | Talent Acquisition

Welcome to my LinkedIn profile - 17,773+ first degree contacts

Microsoft + LinkedIn = This deal brings together the world's leading professional cloud with the world's leading professional network.  
#proud #gratitude #adventure #ChaseGreat

Connect: ecatherwood@linkedin.com

LinkedIn is hiring! Priority openings:  
\* White Glove Key Account Manager Role - SF or NY  
\* Manager, Key Accounts - Sales Solutions team - SF  
\* Agency Lead - Toronto

Specialties: Data-Driven Recruiting | Social Selling | Boolean Logic | LinkedIn Certified Recruiting Professional

I've worked in a blend of Corporate, Consulting & Agency environments: Dell (3-assignments) | Amazon | Deloitte | PepsiCo | IBM | Grant Thornton, LLP

## ACHIEVEMENTS

- ~Built a National Sourcing organization from the ground-up at Grant Thornton, LLP
- ~Selected to participate on a Dell SWAT team project to fill niche "data de-duplication" roles eliminating the use of outside support.
- ~Awarded at PepsiCo for filling the most open positions by "referrals"
- ~Awarded @IBM for filling 121 open Global Services roles in 1 quarter.



# The storyteller

Nick paints a vivid picture about his passion for veterans. It's a powerful – and memorable – story.

Includes amazing details to introduce his background and personal life

Shares interests beyond recruiting to help candidates find him relatable

Connects his life story to current career path

Integrates humor to underscore his friendliness

Includes a clear next step for interested candidates



Nick B. Tran

Head of Global Military & Veterans Programs at Schlumberger

At a very early age, I escaped a war-torn country with just the clothes on my back, was stranded at sea for days, survived on cold sandwiches and hot Pepsi as a refugee in a refugee camp, lived in a Bedouin tent in the Arabian Desert without electricity or running water for six months, fought in a war, or two, or three, found the true meaning of unconditional love from a dog named Einstein, graduated from Harvard Business School (not sure how that happened), married the girl of my dreams (REALLY not sure how that happened) and turned the most beautiful girl in the world into an amazing mother, my best friend, my equal, the love of my life, and oh yeah, I'm one hell of a cook.

As for my "Professional" side, I don't always build Award-Winning Military Veteran Hiring Programs for Fortune 500 organizations, but when I do - It's ALL the time.

WHO AM I? I'm the Veteran Whisperer.

I lead Schlumberger's Global Veteran Program. We're the world's #1 leading provider of technology to the oil and gas industry. Working in more than 85 countries and employing people who represent over 140 nationalities.

We are a top-tier organization and we're looking for the best, a Few Great Veterans to join our winning team, to help us take over the world. Oh ok, just the industry - for now.

Let's connect I'd love to learn from you and to hear about your life's story, and in return, I'll share some of the lessons that I have learned in my crazy, but magnificent journey.



# The creative type

Short. Energetic. And built on vocabulary definitions. [Kate](#) knows how to hook an audience in her summary.

Introduces her hiring focus in a creative way that's crystal clear

Keeps everything short and sweet

Highlights that she enjoys helping candidates succeed pre- and post-hire, making her more approachable

Builds credibility with "actual results" backed by "data" (plus, it's fun)



Kate Luckinbill Conner

Org Architect. Creator. Perpetual Student.

Reinventing & Radically Rethinking Education through Entertainment

re-in-vent

rēin'vent

verb

change (something) so much that it appears to be entirely new.  
take up a very different job or way of life "he brought live studio television to the masses and reinvented the camera"

rad-i-cal-ly

'radek(ə)lē

adverb

in a thorough or fundamental way; completely  
"she radically changed the face of comedic television"

I'm a Creative and Design recruiting specialist, with a background in Entertainment and Writing.

I assist companies to hire better designers and creative talent, and more importantly, retain them.\*

I coach designers and creatives to better represent their work in their portfolio and resume so they can land their dream job.\*

\*Claims based on actual results and supporting data



# The comedian

In his summary, [Craig](#) uses self-deprecation to quickly get candidates and clients on his side.

Shows he has a sense of humor

Seamlessly transitions to his focus on recruiting, and why it matters to him

Shares his desire to help people at all levels “attain the unattainable;” it’s an attractive goal

Doesn’t go over the top with his jokes and mixes in clearly professional details

Highlights his interests to make it easy for candidates to reach out and connect



Craig Japp  
Solution Leader | Korn Ferry

- After the realisation set in that I will not be making it as a pro footballer or Wimbledon great (I wasn't close), I spent many evenings trawling the local press and digital job boards, seeking the dream role that was out of reach.
- So it is no surprise that I now work in an industry which rewards me for helping people realise their potential and setting them on their way to achieving great things.
- After 15 years in agency, RPO and internal recruitment I get as excited today as I did back then when seeing both my business and candidates prosper.
- Truly partnering with my leaders to help them think differently and coaching the talent I work with to attain the unattainable is what motivates me to continuously improve in this ever evolving industry.
- I am also focused on putting my passions and skills to good use by supporting organisations and projects that I really care about whether it's giving some time to the great food sustainability charity OzHarvest or driving key diversity initiatives from LGBTI to gender equality to creating greater cultural awareness.



# Most spirited

Andrew makes company culture one of the centerpieces of his brief and inviting summary.

Highlights his dedication to the company, its mission, and the culture

Points to the company career page to make it easy for people to learn more

Shows what makes him tick as a recruiter – the end-to-end candidate experience

Uses keywords that appeal to the skilled tech worker; this helps candidates self-select their fit for open roles

Ends with his interests outside of work; this helps interested candidates find commonalities



Andrew Cesarz

Recruiter at Facebook, hiring for our SMB Programs and Marketing Teams

- Give people the power to build community and bring the world closer together. Join Facebook and our growing family of apps/services (e.g. Instagram, Oculus, WhatsApp). We're moving fast, making an impact, and just getting started. Learn more at [www.facebook.com/careers](http://www.facebook.com/careers)
- I am driven by hiring #AllTheGreatMinds. I take pride in providing the best candidate experience possible.
- Before life at Facebook, I was a Senior Recruiting Lead at Uber. Before Uber, I was a Sales Recruiter at salesforce.com where I recruited for Sales Development, Account Executives and Sales Leadership roles. At salesforce, I moved up through the recruiting organization, starting as a Recruiting Coordinator.
- I thrive in rapidly growing, innovative organizations, I'm passionate about technology and providing the best recruiting experience for candidates and my hiring manager. I love traveling the world and eating my way through the places I visit. In my spare time, I'm searching for travel deals or playing with the nearest dog.



## Step 4:

# Build credibility with references

Candidates want to work with people they trust. There's no better way to earn their trust than by showing them that you're good at what you do. Focus on collecting recommendations from people that prove out your depth of experience.

### Aid their memory

When asking for recommendations from previous hires or clients, include notes on how you helped solve their recruiting challenges. They'll appreciate the memory aid.

### Highlight your abilities

Candidates tend to flock to recruiters who know what they're doing. Encourage people to make your accomplishments crystal clear to readers.

### Make it personal

Ask people to share telling details about you as a recruiter, and your unique working style.





# Find testimonials for your work

Recommendations from previous hires, colleagues, and clients is one of the most frequently viewed areas of a LinkedIn profile. **Gabe** was able to find people who could offer inspiring details about his personal recruiting style.



**Gabe Naftolin**

Fueling Global Sales @ LinkedIn with Top Talent.  
Lover of stories

## Recomendations



**Mario Manochio**

SP&PR Corp.  
Kevin worked with Gabe

Once the Sales Group contacted me for one of their positions they had posted, I met Gabe shortly after for an initial screening meeting. Thanks to Gabe's keen ability to match clients' needs with job seeker's requirements ... and I mean to EXACTLY match ... I was expedited to the first interview with the company. Gabe's coaching and professional advice during our engagement allowed me to advance through the interview process quite efficiently. He even followed up with both parties, and personally met me for reviews – even though he had broken his leg the previous week! Now here's the guy who will hobble the last mile for you to ensure you get hired!



**Sandra Deamer**

Lead Software Dev at Flexus  
Sandra was a client of Gabe's

Gabe is an excellent technical recruiter. He helped me with a recent job replacement and I am very happy with his service. Gabe always gave me feedback from my employer from time to time during the recruiting process. He also followed up to make sure I was happy with the environment and advancing in my career. I highly recommend him to anyone seeking a new opportunity.



## Step 5:

# Create a memorable Career Page

A [LinkedIn Career Page](#) makes it easy to create a resource for candidates who are looking for insight into your company's culture, growth opportunities, and benefits. You can give candidates a snapshot of what it's like to work at your company by using testimonials, tailored messaging to qualified candidates, and more.

### Use images to highlight your culture

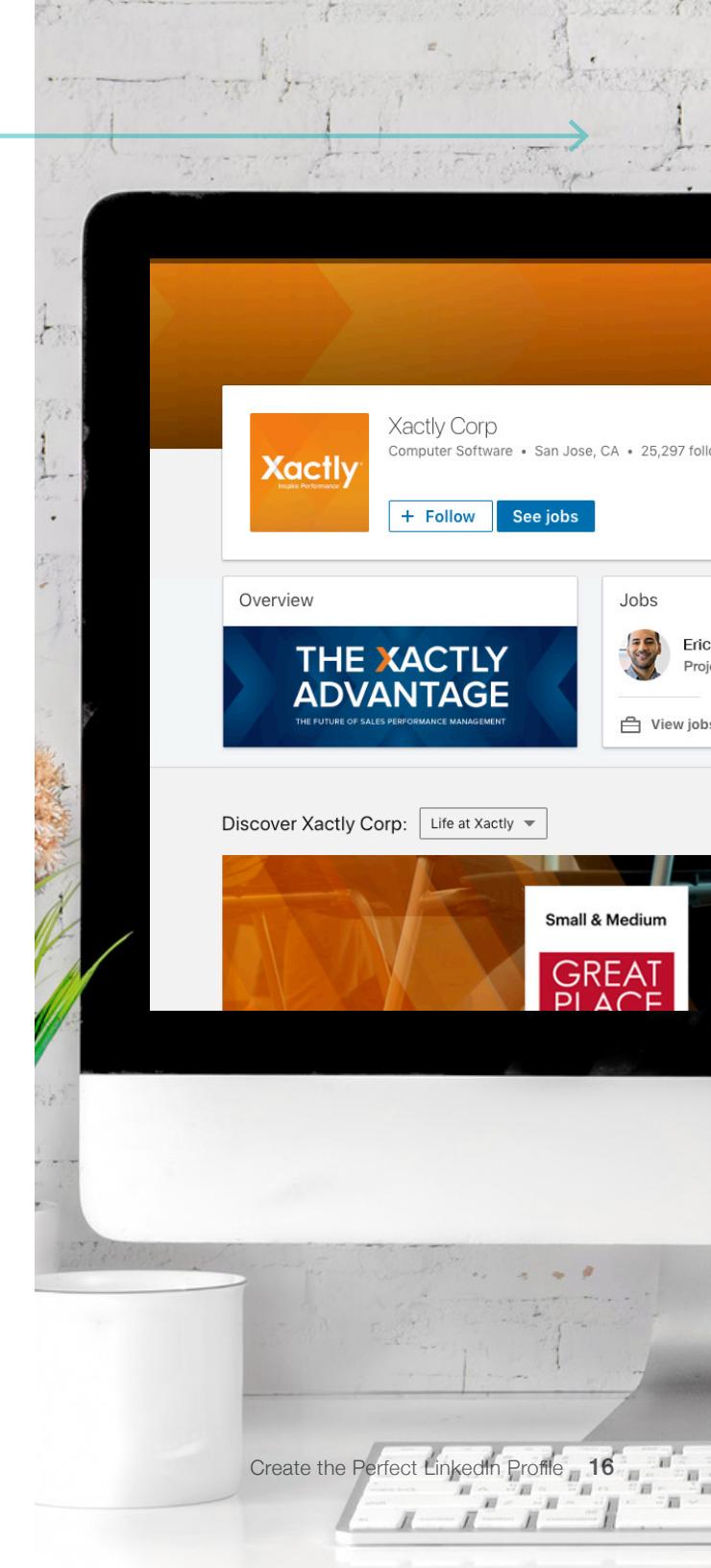
Give candidates a real-life glimpse into a day at your company. Make your employees an important part of the story.

### Keep content brief

Be punchy in your overview, but to the point. Share short bites of information, at a regular interval, to keep people engaged.

### Mix up your media

Use a mix of photos, videos, and SlideShare presentations. Candidates are used to interactive content. They also like it.





## Step 6: Help candidates find you

Now that you have an enthusiastic presence on your LinkedIn profile plus a page devoted to your company, the last step is making sure candidates notice your company and open roles. On LinkedIn, there are several tools you can use to help build that pipeline of potential hires.

### Get a steady stream of high-quality leads

Create a talent pipeline for your most important opportunities and for when you're hiring a lot of roles in a short amount of time using [LinkedIn Pipeline Builder](#).

### Leverage your employees' networks

With [Work With Us Ads](#), you can promote your open roles and Career Pages, increase followers, and reach precisely the talent you need.



# Create the perfect LinkedIn Profile: Six key takeaways

## Step 1: Profile picture

- Put your face in the center of the frame
- Keep the background simple and wear a smile

## Step 2: Your headline

- Think of your headline as a tagline, not a job title
- Make it quick, catchy, and very you

## Step 3: Profile summary

- Get creative; don't be afraid to show your personality
- Highlight your passions both in and out of the office

## Step 4: References

- Build credibility with recommendations for your work
- Include a memory aid when contacting references

## Step 5: Career Page

- Help build your company's brand with visual content
- Show off a day-in-the-life at your workplace

## Step 6: Getting found

- Fill high-priority roles faster with Pipeline Builder
- Help candidates find open jobs with Work With Us Ads