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Curriculum

**Professional Foundations** ^

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Week 8 ≡

# LinkedIn Profile Mistakes

Okay, you need to know some elements that can sabotage your LinkedIn profile's attractiveness and competitiveness. Let's look at these common mistakes committed by several LinkedIn profile owners.

## 1. Typos & Grammatical Mistakes:

Remember, your LinkedIn is your personal brand. You should not have typos anywhere in your profile. Get a friend or a colleague to carefully read through your profile when you are done.

I am exceedingly interested in the Junior Marketing position with Top Tier Telephones, and I believe that my education and employment background are well suited for the position.

Working toward my degree, I was employed as a marketing assistant with a company. In addition to assisting the company with there summer promotion, I was able to help the marketing specialist develop and carry through ideas for the next commercial. I would like to use my experience to help you reach a broader audience across the country. I will complete my degree in May and will be available for employment in early June.

Grammar error

Spelling error

## 2. Multiple Profiles:

Having multiple profiles creates confusion for those looking for you. Delete the old ones and have only one complete profile.

## 3. Too Much/Irrelevant Information:

Be succinct and clear. This makes it more likely your most important skills will be noticed.

For example, if you worked as a cashier at a take-out restaurant for 2 years:

You might say: "Offered exceptional service and accepted payments from over 100 clients per day, and received a 4.9 out of 5 average customer satisfaction rating."

You shouldn't say: "Enjoyed my time working at this fun restaurant. The people were nice and I learned a lot. Sandy, my manager, taught me how to quickly count change and I thought that was a really cool way of doing things."

## 4. Outdated Profile.



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### 5. A bio/summary that you copied & pasted from someone else.

Just don't do this! If noticed, it makes you look really bad. Feel free to take inspiration and short phrases from others, but always write your own bio/summary!

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