# **LinkedIn Profile for: Name Here**

*Very important – see my LI instructions/help document attached which shows how to add bullets to your LI Profile – it is important and makes it more professional and easier to read. When you start editing your profile, go to Complete LI Profile – they do a GREAT job at walking you through! Have this document open as well so you can simply copy and paste.*

Think of your LinkedIn (LI) profile as your digital resume. LI profiles should mirror your resume – some people think they should summarize, or add different skill sets, but this is NOT the case! Like your resume, you are showcasing your top skills, which can lead to a job interview ☺ Even though it might seem redundant, LI and resumes should be VERY similar, with LI offering a more personal view of colleagues endorsements, recommendations, etc. The more information you provide, the higher rankings you will receive, and the more searchable your profile will be for recruiters and hiring authorities.

Before making any changes, it is critical that you ***TURN OFF your activity broadcasts*** so no one can see any of your edits until they are finalized. See instructions for how to turn off this setting below:

1. *Go to your picture at the top of the page on the right hand side.*
2. *Hover your curser over your photo – do not click. A drop down menu will appear.*
3. *Move down to Privacy and Settings and Click MANAGE.*
4. *Enter email and password.*
5. *At the bottom of page, under Privacy Controls, you should see “Turn off/on activity broadcasts”*
6. *Click “Turn off/on activity broadcasts”. A popup box should appear.*
7. *UNCHECK the box – “Let people know when you change your profile, make recommendations, or follow companies.”*
8. *Click SAVE CHANGES.*

*The information on the following pages detail how you should set up your entire profile. Please note that this is the order in which you should present your information, so you may have to do some rearranging if you already have a complete LI profile. You can also remove or move additional sections to the bottom of your profile that are not listed in this document, as they are not as highly regarded by recruiters and hiring authorities. You SHOULD NOT add any sections where you DO NOT have any information to include. Please review each section in detail, especially the notes in blue text underneath each section heading. Also review the comments in the right side column.*

# **Heading**

|  |  |
| --- | --- |
|  | **Full Name, Credentials**  Title – List here  (*Think of your title as a brief description of the kinds of jobs you are APPLYING for or positions you see yourself landing in the future. Your title should be broad to gain exposure in numerous areas. NEVER use current job title and company.)*  **Connections**  *(Ideally, you want* ***500+*** *connections. You can add a couple a day to reach this goal, but do not try to add too many or LI will prohibit you.  Once you get to this level, great – but keep adding, endorsing and participating in groups to improve your ranking)*  **LinkedIn URL**  ***(Personalize your LinkedIn URL****. Your LI URL (uniform resource locator) is the web address for*  *your LI page. Customizing it will increase your name search results in Google.* ***To personalize your URL****: On your profile page next to the rectangular grey “Edit” button to the right of your name, click on the drop-down menu, and then click on “Public profile settings.” Halfway down the page on the right side you’ll see a grey bar that says “Your public profile URL.” Underneath the bar, click on the blue phrase that says “Customize your public profile URL.” If you have an uncommon name, you can probably just plug in your first and last name. If that’s already taken, try your last name first, followed by your first name. If that’s taken, try adding a middle initial or a city abbreviation like “NYC.”)*  ***You already added this – Excellent!*** |

**Headshot (above)**

*(It has been surveyed through numerous focus groups that recruiters* *and hiring authorities who select candidates via LI gravitate to profiles that include a headshot in professional attire, with three inch margins and a white backdrop. If you already have a headshot but want to make some enhancements to reflect what recruiters and hiring authorities are seeking, a graphic designer can change almost any photo into a professional headshot.)*

# **Background**

Summary

*(As mentioned before, your LI profile should mirror your resume. With that stated, you can use the summary from your resume for this section. Make sure, however, that you create a* ***catchy and captivating summary****, explaining what* ***YOU HAVE ACCOMPLISHED AND CAN BRING TO A COMPANY****. This is the information recruiters* *and hiring authorities are most concerned about.*

*Sometimes candidates list their skills and specialties here – DO NOT DO THIS. There is another section in your profile called Skills where you can list this information. Furthermore,* *be* *careful about putting links, presentations, awards, etc. in your Summary and Experience sections (if this applies to your profile). It may look great, but when you are looking for a position, you do not want the recruiter to click off your page, which links allow them to do. You can insert pictures, but no hyperlinks.)*

List Summary Text Here

*(In addition to your summary, you also want to showcase your Selected Highlights from your resume. Like with your resume, you have less than 30 seconds to gain the attention of the recruiter reviewing your resume. Listing Highlights here is a great way to do this! Be mindful that you have 2000 character to work with. Pick the best of your highlights if you cannot fit all of them.)*

*I suggest your top three highlights be:*

* Highlight one
* Highlight two
* Highlight three

*In case you are able to include all Highlights, here is your complete list:*

* List ALL Selected Highlights Here

*Finally end you summary section with the statement below:*

I look forward to meeting you! You can reach me at phone or email *(include your contact info for people without a LinkedIn account or who cannot connect)*

Experience

*(Your experience should be IDENTICAL to what is listed on your resume. If the companies you work for have LI page, be sure to add the company. To format this section into bullets like your resume, see my LI tips on how to bullet your professional experience. As a reminder, only focus on YOUR ACCOMPLISHMENTS and not the company’s. The recruiter can Google the company but not your experience!)*

**Admin Note: Delete all comments and put text all in black. Give them a note about similar jobs combined. If client is picky. Separate all jobs.**

**Title**

Company

Years Employed (Month, XXXX – Month, XXXX)

* Responsibility
* Responsibility
* Responsibility
* Responsibility
* Responsibility

Education

*(List just under experience (so move this up). In addition to listing Activities and Societies, use the Description category to list your coursework, honors & awards, and projects.)*

**School** *(List full name and not abbreviation)***, City, State**

Degree *(List full name and not abbreviation)***,** GPA *(List if higher than 3.3)*

XXXX – XXXX *(List years attended or expected graduation year. Remove graduation years more than 10 years old.)*

Activities and Societies:

Club – Role, Sport – Role, Volunteerism – Role

Description:

*(LinkedIn has a section where you can add courses, honors & awards and projects, but it also suggests you can use this section to include such information).*

* Courses: *(List coursework taken or courses you are planning on taking.)*
* Honors & Awards: Award – Organization, Honor – Organization
* Projects: *(List 2-3 projects you have worked on)*

Certifications

*(List professional certifications, trainings and licenses in this section.)*

***You already added this – Excellent!***

*Here are some examples:*

* Certified Administrative Professional (CAP)
* Certified Administrative Assistant
* Certified Professional Secretary (CPS)
* Office Administration Certificate
* Office Dynamic Training

Skills

*(Think of this section as a funnel – your top 10 strongest skills should be listed under the Top Skills section. After your Top Skills have been listed, include additional skills based on how broad (common) they are. As you list more, they should become more tailored. You will need at least 40 to make your profile stand out to recruiters and hiring authorities.)*

Top Skills

* Skill 1 - Administration
* Skill 2 – Executive Support
* Skill 3 – Project Management
* Skill 4 – Administrative Assistant
* Skill 5 – Complex Scheduling
* Skill 6 – Client Relations
* Skill 7 – Customer Service
* Skill 8 – Sales/Business Development
* Skill 9 - Multitasking
* Skill 10 - Collaboration

**First Name** also knows about… *(See examples of other skills you can list below.)*

Accuracy, Answering Telephones, Appointment Setting, Attention to Detail, Billing, Bookkeeping, Business Correspondence, Calendar & Docketing, Calling Clients, Clerical, Client Relations, Communication, Computer, Correspondence, Customer Service, Data Entry, Database Management, Delivering Mail, Desktop Publishing, Directing Clients, Document Management, Editing, Email, Employee Relations, Event Coordination, Filing, Faxing, Greeting Clients, Greeting Employees, Greeting Visitors, Internet, Internet Inventory, Interpersonal, Legal Familiarity, Listening, Maintaining Office Records, Making Appointments, Meeting Planning, Multi-Tasking, Office Administration, Office Equipment, Office Management, Oral Communication, Ordering Office Supplies, Order Processing, Organizational, Planning, Presentation, Prioritizing, Proofreading, Project Management, Public Relations, Public Speaking, Receptionist, Record Keeping, Research, Running Office Machines, Scheduling, Self-Motivation, Software, Sorting Mail, Spreadsheets, Stenography, Supervising, Teamwork, Technology, Time & Billing, Time Management, Training, Transcription, Travel Arrangements, Typing, Typing from Dictation, Videoconference Preparation, Voicemail, Word Processing Work Processing, Writing, Written Communication

Make sure ALL technical skills are listed after basic skills:Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft Access, Microsoft Publisher, Microsoft Visio, Microsoft SharePoint, Adobe Photoshop, Google Docs, Google Drive, Google Calendar, Google Plus, QuickBooks, Dropbox, Salesforce, Printers, Fax Machines, Internet, Scanners, Raisers Edge

*(You may have already listed some of these, so to help generate more skills, type in key words – administrative, customer service, project, manager, clerical, team leader, etc. and LI will give you additional skills to add!!!* *Here is a great link to find skills also: http://help.linkedin.com/app/answers/detail/a\_id/4976)*

**Key note: recommendations and endorsements are the fastest way to improve your profile. Try to endorse 2-3 people daily, and you will come up for them.**

Projects

*(List* ***professional*** *projects, presentations or speaking engagements here. Moving this section down here will avoid confusion with your work experience.)*

***You already added this – Excellent!***

Project, Presentation or Speaking Engagement Title

Occupation: *(List company/title employed during project.)*

XXXX – XXXX: *(List year/s of project here.)*

Project URL: *(if digital)*

Team Members: *(List names especially if connected on LI.)*

Description: *(This is optional to include.)*

Honors & Awards

*(List any awards, achievements, accomplishments, etc. – preferably your professional ones.)*

***You already added this – Excellent!***

**Award**

Company

Organizations

*(List and professional or personal organizations you are or have been a part of. You can join a few online too.)*

***You already added this – Excellent!***

**Organization**

Role/Title

*Some organizations you can join include:*

* International Association of Administrative Professionals
* The American Society of Administrative Professionals
* Association of Administrative Assistants

Languages

*(Add in all languages and proficiency or delete if just English.)*

***You already added this – Excellent!***

**Language**

Proficiency level

Volunteering Experience

*(It is more personal and enticing to the recruiter if you list organizations (non-profits) you support and have joined.)*

***You already added this – Excellent!***

**Non-Profit**

Role/Title

*Some examples of volunteer organizations include:*

* Red Cross
* SPCA
* Big Brother, Big Sister
* YMCA
* Churches
* Shelters
* Afterschool Programs
* Mentorships

*(Do not add (or remove altogether) dates for volunteer work, especially work over 10 years old. For more examples of volunteer experience, you can visit my page*.)

Interests

(Include personal hobbies and interests! Employers want a glimpse into your personal life.)

***You already added this – Excellent!***

Some examples of interests to add include:

Jogging, Biking, Family Time, Traveling, Food, Shopping, Reading

*(Also, add the month/day of your birthdate underneath your interest – DO NOT add your birth year, never show year on a LI profile.)*

***You already added this without the birthdate – Excellent!***

Advice for Contacting

*(List your email and mobile phone number if you are OK with that. People need a way to contact you, especially those not on LI or who have maxed out messaging. Just insert an inviting message- I look forward to meeting you, you can reach me at XXXX.)*

# **Groups**

*(Aim to add 20+ groups based on the industry you are in. Simply type in your career industry in the search engine. Make sure you select* ***Groups*** *from the dropdown menu.)*

***You already joined 20+ groups – Excellent!***

*Here are some you can join to start if you have not already:*

* Administrative Assistant Office Professional Network
* Administrative Professional Today
* AAPS Association of Administrative and Professional Staff
* Institute of Administrative Management (IAM)
* Certified Administrative Professional Society
* Association of Executive and Administrative Professionals (AEAP)

# **Following**

*(List the companies you are following first.)*

**Companies**

*(Don’t follow more than 30 or make the rest private. Follow who you apply to!)*

Your profile is almost complete! The only thing left to do after making all of the above changes is to ***TURN ON your activity broadcasts***.

1. *Hover your curser over your photo – do not click. A drop down menu will appear.*
2. *Move down to Privacy and Settings. Click REVIEW.*
3. *Enter email and password.*
4. *At the bottom of page, under Privacy Controls, you should see “Turn off/on activity broadcasts”*
5. *Click “Turn off/on activity broadcasts”. A popup box should appear.*
6. *CHECK the box – Let people know when you change your profile, make recommendations, or follow companies.*
7. *Click SAVE CHANGES.*

**Tips/Sites for additional assistance:**

* I LOVE, LOVE, LOVE this article: <http://www.forbes.com/sites/williamarruda/2014/03/04/22-linkedin-secrets-linkedin-wont-tell-you/>
* http://theundercoverrecruiter.com/wp-content/uploads/2013/08/LinkedInInfographic.jpg