

LINKEDIN TUTORIAL

Use this tutorial as you develop your LinkedIn profile account. It is important to complete your profile as much as possible. If you don't have the information at the time, make sure to return to complete it.

Note: Being concise is critical and LinkedIn helps you understand that by [limiting the characters](#) allowed for each section.

Professional Header:

Note: If a professional headline is not developed, LinkedIn, by default, will display current job title and company.

Developing your headline helps you avoid redundancy and stand out from others.

Name ____ Professional Designation (MBA, CPA, etc.)

Professional Headline:

This is a short statement or a few words that best describes you. Create a headline that displays the different titles someone is likely to search for related to what you do or want to do. It should be one sentence that is succinct, active, and compelling using appropriate keywords. Use the | symbol, or the LinkedIn symbols, to separate different titles. Use symbols, bullets and special characters to de-clutter profile content and to emphasize important details and add visual interest. Keep the symbols consistent and conservative and avoid using too many.

For example, Executive Recruiter | Corporate HR Professional | Sourcing Specialist.

The headline should concisely reflect your values, expertise, and personal brands.

DO:

- Use specific language while maintaining a natural, approachable tone
- Select 3-4 keywords based on what you do or services you offer
- Ask how do you differ from similar professionals?
- Limit to 120 characters
- Use symbols, bullets and special characters

DON'T:

- Use all uppercase letters for the entire headline
- Include contact information
- Sound like a sales ad – keep the language simple

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City/State:

Select the city and state where you are looking for work. For example, if you live in New Jersey and also want to work there, select Newark, New Jersey. However, if you live in New Jersey and are looking for work in Oakland, California, select Oakland, California.

Industry:

Select the industry you have experience working in or the industry in which you would like to work.

Contact Information:

Only use the information that can be found on your resume.

Contact/Social Media:

Use a professional email that you frequent in case you receive notifications.

Phone:

Use a telephone number that will be answered when someone calls; you don't want to lose an opportunity because you didn't get the call in time.

GitHub/Portfolio Links:

Use links that will show the viewer your work.

Background Summary/Profile:

A summary or two that provides an overview of your work skills, experience, and background. This section describes your background and summarizes your career in an easy-to-read, thirty second elevator pitch. The amount of detail provided is subjective, but should not be more than 500 words.

Note/Important: This should not mirror the resume directly. Rather, this should be a conversational, social tone. First person voice is encouraged! One goal of creating a social media presence and brand is to seem "real" and "approachable". Exclamation points, creative, informal writing is encouraged – just keep it job-related and politically correct!

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Professional Experience:

This is where you list work history and job experience. Please take the information that you have in your resume and start from the most recent position, working backwards. Again, include the information from the resume. If there are no months on the dating of the resume, it is not necessary to include months unless the client requests it. If you would like, upload information that is relevant to one or all positions.

Company Name_____

Position/Title _____

Location _____

Dates of Employment _____

Description _____

Uploaded supplemental materials(s) _____

Skills & Expertise:

This is a list of options within your LinkedIn profile that can be included. Your LinkedIn connections will also have an opportunity to endorse or recommend you based on these skills. Your connections will also have the opportunity to endorse your skills and you can include up to 50 skills. Skills are particularly important to include because they are buzzwords/keywords within your chosen industry that will stand out to hiring managers and increase your chances of getting through automated filters. Important: The more skills, the better, as it will help your endorsements – just make sure they are relevant/appropriate! Make sure to include commas between each skill.

Education & Professional Development:

This is where your education goes. Please take the information from your resume and start with the most recent degree you have completed or are in the process of completing, working backwards. Again, include the information from your resume. Activities and fields of studies should be included. If a degree is in progress, use the expected graduation year. If you do not know the dates, leave them off completely.

Honors & Awards:

In this section, list any and all honors, mentions, awards and recognitions.

Volunteering & Causes:

Include any volunteering you have completed. Corporate walks with previous organizations count, so make sure to list them.

Additional Information:

In keeping with the social/conversational tone of social networking, interests, organizations, groups, etc. can be a great addition.

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After completing your LinkedIn profile, use the following checklist to make sure you've completed the suggested steps to help your profile stand out to employers. Remember, like your resume, your LinkedIn profile is a living document; you can add, delete and make changes as your professional experience changes and grows.

LinkedIn Profile Checklist:

- ☐ Picture:
 - Post a professional photo of yourself
- ☐ Contact Information:
 - Include your telephone number and email if you want people to call you
 - Include when is the best time to reach you
 - Let people know if you are a LION (LinkedIn Open Networker)
- ☐ Headline:
 - Job title → C# Software Developer
 - Use keywords → Programmer, Software Developer, Web Developer
 - Skills → C#, SQL, JavaScript
 - Make it catchy → Code Guru
 - Job Search → I'm in transition and searching for a Web Developer position
- ☐ Summary:
 - Tell the reader what you bring to the table → what's your specialty
 - Keep it professional
 - Use keywords
 - Tell the reader why they should call you
- ☐ Posts:
 - Write clear, engaging, project-focused posts on articles or projects
 - Avoid political posts
- ☐ Experience:
 - Resume → make sure your LinkedIn profile is consistent with your resume
 - Tell the reader about the technologies used in the projects
 - Communicate functional and technical skills on the project
 - Use action verbs when writing your LinkedIn profile
 - List accomplishments → what impact did you make on the project
 - Add Boot Camp experience
- ☐ Skills & Endorsements:
 - List up to 50 → technologies or skills you bring to the table – think keywords
- ☐ Education:
 - Boot Camp included
 - All degrees post-secondary
 - Colleges you attended (optional)
 - Certifications

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- ❑ Recommendations:
 - Ask your current and previous colleagues to write a recommendation on your work quality, integrity and your professionalism
- ❑ Groups / Following:
 - Follow companies you want to work for
 - Join groups that will give free advice
 - Join groups that offer advice in technology
 - Join groups that help people find jobs
 - Join groups that network with employers