**LinkedIn Tips**

* **Profile Picture**
  + Quality (ideal size 400 x 400 pixels)
  + Industry appropriate
  + 75% face, 25% background
  + Taken in the last two years
* **Background Image**
  + Use a high-quality and industry-appropriate photo

Ideas: Workspace, tools

* + Icon/symbol image that represents your profession

Text, quotes, inspiration

* **Headline**
  + 220 characters max. - approx. 40-50 words
  + Do not use "seeking new opportunities" or "unemployed"
  + Align the headline with the jobs you are targeting
  + Use keywords (industry vocab, key skills, tools/tech)
  + Pick out 2-3 items from this list that you'd like to use:
    - Kind of role you want
    - Desired industry
    - 1-2 hard skills under your belt
    - Experience and/or achievements you're proud of

A person sitting on a desk

AI-generated content may be incorrect.

* **About Section**

Use it to tell your professional story in approx. 500 words:

* + ﻿﻿Be relevant
  + ﻿﻿Make it attractive
  + ﻿﻿Include keywords
  + Do not repeat your resume
  + Sharing personal facts to build rapport
  + Authenticity about why they enjoy their work
  + Highlighting expertise by listing accomplishments
  + Using white space with short paragraphs
  + Including a call to action for connection

A screenshot of a computer application

AI-generated content may be incorrect.

* **Experience Section**

Include Work experience, Internship/Work Placement/Co-op, Summer or part-time jobs and Casual or freelance work. Description (300-400 words):

* + ﻿﻿﻿Describe the company briefly
  + ﻿﻿﻿Describe your position briefly
  + ﻿﻿﻿Describe the skills you developed that are related to the job you want
  + List your achievements
  + Describe how that experience helps you in the position you are seeking now

A screenshot of a computer

AI-generated content may be incorrect.

* **Education Section**

150 - 200 words to describe the program:

* + ﻿﻿Shortly describe the program
  + ﻿﻿Continue with academic projects relevant to the job you want
  + ﻿﻿Add skills you developed on each project
  + ﻿﻿Add results (#, $,%, recognitions, grades, acknowledgments)