

# How To Create a LinkedIn Profile



LinkedIn is a social networking platform specifically designed to bring together all kinds of professionals, businesses, and job seekers. The company describes itself as “the world’s largest professional network with **over** 706 million users...worldwide.”

Whether you are looking to find a new job, hire your next employee, broaden your professional relationships, or learn and become certified in a new skill, LinkedIn is a helpful and increasingly important tool in today’s professional landscape.

# Signing Up

To create an account:

- 1 In order to join LinkedIn, you will need an email address and password.**
- 2 When you first land on LinkedIn's home page (<http://www.linkedin.com>), click the "Join Now" button on the top right hand corner of the website.**
- 3 Enter your information and click "Agree & Join."**
- 4 You will be asked various questions to begin your profile, such as your full name and location. This will help people identify who and where you are for non-remote opportunities. Answer the prompts to the best of your ability but don't stress – you will have the option to change your information at any point later on.**

Once you have created your account, it is time to complete the rest of your profile. Think of LinkedIn as your virtual resume. Anything you'd add on your physical resume—such as past experiences, education, and/or skills—is good to include on your LinkedIn profile.

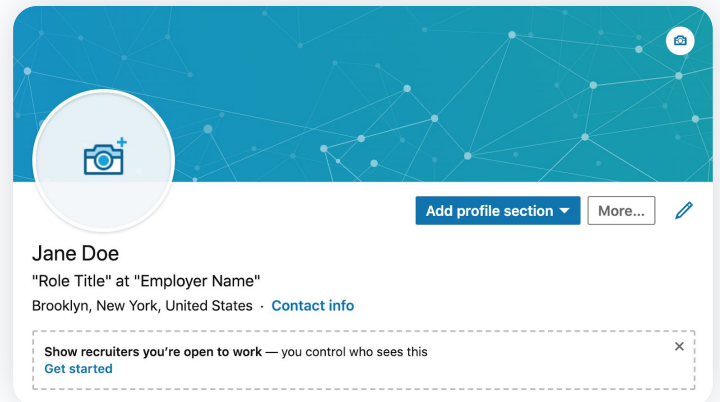
Let's go through each section to make sure you have the strongest profile possible.

# Section I: Header

The header is the very first section people will see when they come across your profile. This is your chance to establish important logistical information such as your name, current status of employment or study, and location.

To fill out your header:

- 1 Click on the pencil icon next to the “More...” button.
- 2 Fill out whatever blocks you feel are appropriate or relevant to you.



Source: LinkedIn

This section is also where people will be able to see your cover banner and profile picture. Statistics show that profiles with a photo receive [21 times more profile views and 9 times more connection requests](#). The background photo is a chance for you to stand out from others and let your personality shine.

To add a picture:

- ➔ Choose a photo that's fully in focus, has good lighting, and is free of distracting elements.
- ➔ Click on the camera icons to upload a cover banner and profile picture.

Lastly, your header section will also include your Summary/About. This is the first place where you can show your voice and explain your background on your own terms.

To add a summary:

- 1 Click on the “Add profile section” button.
- 2 Click on the “About” section to expand options.
- 3 Click on “Summary” to edit.

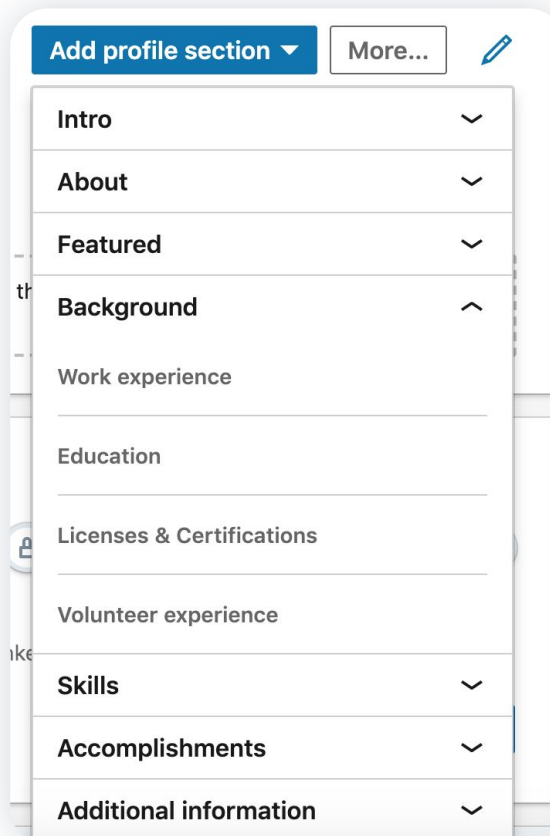
Keep it succinct and highlight things you think people would want to know—think of it like your virtual elevator pitch.

# Section II: Background

The next section down is where you will be able to fill out any work experience, education, licenses/ certifications, and any volunteer experience you may have.

To add a new section for the first time:

- 1 Click on the “Add profile section” button in your header.
- 2 Scroll down to the appropriate subsection you want to fill out, such as “work experience.”
- 3 A box will pop up prompting you to fill out details on the experience you want to add. You don’t have to fill out every single subsection; pick the sections that are most relevant to you.
- 4 Fill out these sections with the most complete and accurate information possible, as this will allow other users to get a fuller picture of who you are as a professional.



Once a new section has been added, you will have the opportunity to add more to it or edit your current information.

To **modify** a section:

- ➔ Click on the “+” icon to add new information.
- ➔ Click on the pencil icon to edit information you’ve already entered.

# Section III: Skills and Accomplishments

This is the section where you will be able to highlight special skills and achievements, such as awards you have received or languages you speak. While this section is not mandatory, listing more than 5 skills will make you [27 times](#) more likely to be discovered by recruiters.


To add skills or accomplishments:


- 1 Click on the blue “Add profile section” button on your header.
- 2 Go down to where it says “Skills” or “Accomplishments” to expand.
- 3 Click on the subsection you want to add, such as “Publications.”


Skills can range from broad topics of knowledge such as “Engineering,” specific programs such as “Microsoft Office,” or soft skills such as “leadership.” Once you have connections, people from your network will also be able to endorse you for specific skills they believe you excel in.


Here is an [example](#) of a great skills section:


### Skills & Endorsements


 **Web Analytics** · 79


 Endorsed by **Lisa Tricot** and 10 others who are highly skilled at this


 Endorsed by 4 of Anke's colleagues at **UCLA Anderson School of Management**


 **Analytics** · 72

 Endorsed by **Lisa Tricot** and 10 others who are highly skilled at this

 Endorsed by 2 of Anke's colleagues at **Facebook for Business**

 **Market Research** · 56

 Endorsed by **David F.** and 5 others who are highly skilled at this

 Endorsed by 2 of Anke's colleagues at **Facebook for Business**

Source: LinkedIn

Some **skills** that are good for small business owners/CEOs to have:

- ➔ **Entrepreneurship**
- ➔ **Management**
- ➔ **E-Commerce**
- ➔ **Marketing**
- ➔ **Business Strategy**
- ➔ **Market Analysis**

Industry Knowledge

+

Production Management · 11

+

Marketing Strategy · 12

+

Event Management · 7

+

Advertising · 4

+

Online Advertising · 3

+

User Experience · 2

+

Video Production · 15

+

Event Planning · 9

+

Video Editing · 6

+

Strategy · 2

+

Social Media Marketing · 4

+

Digital Marketing · 4

Tools & Technologies

+

Mac OS · 9

+

Windows · 5

+

Photoshop · 3

Source: LinkedIn

Accomplishments can be anything you are proud to share, such as any interesting or relevant courses you may have taken or projects you worked on. Remember that you are trying to paint the fullest picture of who you are to other members. You can edit any of these sections at any time by clicking on the pencil icon on the right hand side that corresponds to the subsection of information.

# Conclusion

**Congratulations!** By this point, your LinkedIn profile should really be taking shape.

Some **best** practices to keep in mind:

- ➔ **Conduct yourself the way you would at a workplace**
- ➔ **Keep your profile up to date**
- ➔ **Use professional language**
- ➔ **Nurture genuine connections; don't spam or forcefully solicit**

As your resume changes with each new experience you accumulate, your LinkedIn profile should also be fluid and reflect your current state. As you get more advanced, you will be able to do things like add a Featured section, feature Recommendations (both given and received), join groups, and much more. Your LinkedIn profile and experience is truly what you make of it!

LinkedIn is becoming an increasingly important social platform for professionals, whether you are a business owner wanting to attract quality talent or a job seeker looking for your first job. By joining this community, you are positioning yourself for greater success in your future and career. Good luck!



