



How to create an impactful LinkedIn Account

Session Summary:

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What LinkedIn does for you?

Your LinkedIn profile is a professional landing page for you to manage your personal brand. A LinkedIn profile is a great way for you to let people know who you are, what you stand for, and what you're interested in. Your profile will be your personal storyboard where people can find you and stay updated on your activity, **so make sure your profile is complete and representative of you.**

Your profile is fully visible to all LinkedIn members who've signed in to LinkedIn.com or our apps, so make sure your information is up to date.

What you can do on LinkedIn?


1. You can tap into its powerful job board
2. You can build your brand
3. You can research companies and its employees
4. Network
5. Maintain your contacts
6. Stay up to date with industry news

LinkedIn – 10 Areas to focus on

1. Keep SEO in mind- **use keywords and place them in your headline, summary and experience**
2. Professional Profile Photo (Headshot)
3. Concise, Impactful Profile Headline
4. Well Written Summary
5. Well Constructed List of Professional Experience
6. Skills & Endorsements
7. Recommendations from Customers, Peers & Colleagues
8. Involvement in Select LinkedIn Groups
9. Education Background
10. Highlighted Projects
11. Include links for any Publications / Blog posts etc.

Tips for creating a great LinkedIn profile:

1. Add a **professional profile photo** - A good profile photo increases the credibility of your profile and helps you stand out from the crowd. Members with a profile photo on LinkedIn can get up to 21 times more profile views than members without a photo. You can also **add a background image** to personalize your profile. Check out some more **tips for picking the right LinkedIn profile photo.**
2. **Make your headline stand out** – Your headline is created when you add your positions to your profile. However, you can re-write it to either promote an area of expertise or to let your



personality shine through.

3. **Write a summary** - The **About** section of your profile should express your mission, motivation, and skills to people who view your profile. Ideally, you should limit the text to one or two paragraphs while filling this section. You can use bullet points if you're not comfortable with writing paragraphs.
4. Add all your relevant **work** and **education** experiences – You should keep the profile updated with all your professional experiences that align with your current career goals. You can also **add media samples** to provide quick access to your work portfolio.
5. **Add relevant skills** – A list of relevant skills on your profile helps you showcase your abilities to other members, like your colleagues and recruiters. Once you add your skills, your connections can **endorse them**. If someone endorses your skills, it will increase the likelihood of you being discovered for opportunities related to the skills you possess. You can also **take assessments** for the skills you've listed on your profile to showcase your proficiency.
6. **Request recommendations** from your connections - A recommendation is written to recognize or commend a connection, such as a colleague, business partner, or student. Once you **accept a recommendation** written by a connection, it becomes **visible to your network by default**. You can also **hide recommendations** that you think don't suit your professional goals.
7. Highlight Projects - Mention names of **only those** projects that you would like to highlight and add links against each.

Need an example of what an excellent summary looks like?

There are many paths to a great summary. Let's take a look at two of them and explore why they are nice and appropriate.

Example 1- <https://www.linkedin.com/in/sandeep-babu/>

Example 2- <https://www.linkedin.com/in/gangadhar-gondi-9235591a1/>

You got a LinkedIn profile, now what?

Once you've created and updated different sections of your profile, you can begin **sharing your public profile** with your wider network.

- Your public profile is a simplified version of your complete LinkedIn profile that shows up in search engines and is visible to everyone.
- You can promote your profile to show up better in search engine results by **creating a personal URL**.
- You can also create a badge for your public profile that you can add to your online resume, blog, or



website from the **Public profile settings** page.

Ideal details for your current LinkedIn Profile: While creating an account, LinkedIn gives you the option to choose if you are a student or a professional, choose “student” in case you do not have prior work experience.

Title:

Fellow- Full Stack Developer

Organisation:

Masai School (Full-time)

Dates:

Month 2020 - Month 2021

About:

Learning MERN Stack, Data Structures, Algorithms and Soft Skills in an immersive, Full Stack Web Development and Computer Science Program

<https://github.com/Piyu97/>

LinkedIn checklist:

(THIS IS MANDATORY AS PART OF MASAI SANCTION , BEFORE SITTING FOR PLACEMENT, YOU NEED TO HAVE THIS CLEARED BY YOUR COACH)

Now that you have a ready LinkedIn profile, here is your checklist to full-proof each section thoroughly.

Task: Go through the below checklist item by item, line by line and compare the same with your LinkedIn profile and make necessary changes.

#1. Personal and Contact Information:

- ☐ I have added my First and last name to my LinkedIn profile
- ☐ I have created a shortened, unique LinkedIn URL
- ☐ My profile picture is clear, shows my face (not a selfie), and is in front of a professional background
- ☐ I have uploaded an uncopyrighted banner photo that shows my personality (Unsplash is a great resource for this)
- ☐ I listed a reliable email address, my Github, Portfolio in my contact section and made sure my privacy is set so 2nd and 3rd contacts can view them.
- ☐ I listed my title Learning MERN stack, Aspiring Full Stack developer at Masai School

#2. About Section:

- ☐ I have written a minimum of 3 sentences to describe my technical skills, background, interests, passions. The About section includes key accomplishments related to Masai course if need be.

#3. Experience Section

- ☐ I have listed all professional roles that are included on my resume in this section and any that I had to cut from my resume for space
- ☐ I have written 2-4 power statements for each experience listed (okay to copy and paste from resume)
- ☐ My power statements for each experience are bulleted, not in paragraph form.
- ☐ I did list responsibilities in bullet point format (I did not leave it in paragraph format) If you use Windows, hold down the alt key and type 0149 on the keypad. Release the alt key and the bullet point will appear. On a Mac, press Opt + 8 on the keyboard.
- ☐ I did start each bullet point with an action verb and I did not use phrases such as: Assisted with... Worked on... Helped with... (Solely responsible for... ok)
- ☐ I did describe past projects in the past tense and current projects in the present tense
- ☐ I did not use pronouns such as: "I," "we," "they," "you," "me," "us"

Optional: Masai School student experience and projects can be listed under your experience section if you have no (or almost no) prior work experience.

- ☐ If I listed my Masai School student experience, my title is [name of program] Student (example: Data Science Student)
- ☐ I copied and pasted my Masai projects in my student description and also included them in the Accomplishments section

#4. Education

- ☐ I listed all education and relevant certifications; including the name of the educational institution, degree type, and date the degree was received or will be received `i.e. May 2020` or `Expected July 2021`
- ☐ I linked my account to Masai School properly (Masai logo saved) and mention the field of study, dates, and brief description.

masai

- [Masai School](#)

- [Degree Name](#)
- [Masai School Full-time](#)
- [Field Of Study](#)
- [Fellow - Android Developer](#)
- [Dates attended or expected graduation](#)
- [2020 – 2021](#)
- Web Development and Computer science Program
- Learning MERN stack, Data Structures, Algorithms and Soft Skills
- Eg. <https://github.com/ArbeenKhanum>


#5. Projects (Under "Accomplishments" Section):

- ❑ I selected 2-3 projects listed on my portfolio to include on my LinkedIn
- ❑ I listed the title for each of these Projects
- ❑ When possible, I linked to my deployed project (preferably hyperlinked to the title)
- ❑ When space allows or when the deployed link wasn't viewable/live, I linked to a GitHub repo
- ❑ I included one sentence to describe what the project does
- ❑ I did not use the phrase This project was... or This project is... in the description
- ❑ I did not use more than 1 sentence to describe the project
- ❑ I clearly listed the tech stack used for each project (see below for example)
- ❑ I listed 2-3 bullets highlighting my responsibilities on each project, how the technology was used, and unique accomplishments when working on the project.
- ❑ I did not use the words "construct week" "Masai projects" or "School" project

Optional: I listed the dates of development eg. Month & Year or Month & Year - Month & Year

#6. Text, Type, Formatting:

- ❑ I did not capitalize non-proper nouns in the middle of the sentence.
- ❑ For eg. Ensured that Users understood the sign-up process..., Met with Stakeholders weekly to understand product specifications, and communicate the timeline...
- ❑ I did use spell check or Grammarly
- ❑ I did check that my capitalization of tools, languages, and skills are consistent through i.e. JavaScript not Javascript and JavaScript
- ❑ I did check that my role titles/spelling are consistent throughout i.e. Full Stack not Fullstack and FullStack and Full Stack



Good Luck

Let's start building something great!!!