

Introduction

The steps below will help you create (or improve) a LinkedIn profile. LinkedIn is a social media network designed for professionals. The easiest way to work on these steps is to use a computer. The instructions below are for a computer. Using a handheld device will be a different experience and may be more difficult.

Instructions

Step 1: Create an Account. If you do not have a LinkedIn account sign up at [LinkedIn](#).

Step 2: Temporarily Turn Off Sharing Changes. Click on the “Me” Menu, then “Settings and Privacy.” On the left of the resulting screen, click “Visibility.” Then scroll to “Share profile updates with your network.” Make sure it is switched to “No”. This will make sure that as you are constructing your profile, your network will not be notified every time you save changes. While you are there, look at the screen and other screens using the menu on the left, and make sure that they’re set the way you’d like.

Step 3: Insert a Photo. Back on your profile page, upload a professional-looking profile photo that is appropriate for your industry. For example, if you are in sales, you’d want to use a photograph that was friendly yet capable. If you are a banker, you’d want to dress professionally. The idea is that you want to appeal to your profession. People should be able to look at your picture and get a sense for who you are and what you do. In all cases, your picture should be appropriate and reflect your standards. You should also make sure that your face is clearly visible. [How do I add or change a profile photo?](#)

Step 4: Add a Headline. Just like your résumé, your headline on LinkedIn becomes your tagline and prominently appears on your profile and search results. Unlike the headline on your résumé, which was a match between you and the specific job you were applying for, your LinkedIn headline should appeal to a wider audience. It should still be memorable and summarize who you are. [How do I add a headline?](#)

Headlines can be 1–3 lines and up to 120 characters. By default, LinkedIn will use your current job position as your headline, but you should add keywords that highlight what you do. For example, instead of “Sales Associate,” you could change it to “Leader in customer service and sales, specializing in merchandising lead management and social media.” This immediately tells people who you are and what you can do without having to search through your profile. It also includes keywords the recruiters will use to search for candidates.

Step 5: Add an Industry and Location. LinkedIn uses this data to help you connect with colleagues and potential job options in your industry and area. [How do I update the Industry information on my profile?](#)

Step 6: Add a Summary. Start with the summary you created for your résumé, but add additional details and high-impact statements that demonstrate your achievements and how you can add value. Remember that a résumé matches up with a specific job posting but LinkedIn matches up to an industry. Make sure that you use keywords, phrases, and values that are specific to your industry or professional community. Only the first three lines of your summary will show without clicking to see more, so make sure that you use a strong hook. [How do I add a summary to the About section of my profile?](#)

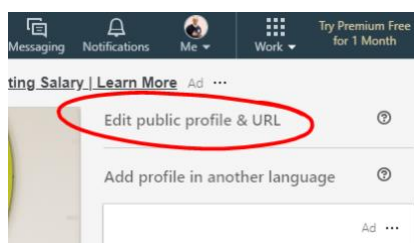
Step 7: Add Work Experience. You can use your résumé as a starting point. Make sure that you include high-impact (or power) statements. They can be in bulleted or paragraph form but should appeal to your intended audience. [How do I add, edit, or remove a position in my profile’s Experience section?](#)

Step 8: Add Skills. Adding skills to your profile increases the chances that you'll be found in job searches. It also gives your network a chance to endorse you for that skill. Like other areas in LinkedIn, you can select your top three skills and reorder your skills. [How do I add or remove a skill on my profile?](#)

Step 9: Add Education. Search for your school in the name field, and then select your school. This will include your school's icon and connect you with your school. You can also add your degree (either earned or the one you're working on), the field of study, activities, societies, and a description. For this section, you should include "BYU-Pathway Worldwide" as your school, in addition to your other schooling. [How do I add, edit, or remove education entries on my profile?](#)

Step 10: Optimize Your Profile. Remember LinkedIn is a networking tool; if you're not active and connecting with others, it could compromise your job finding efforts. Here are a few suggestions to help you get noticed on LinkedIn. For this assignment, choose at least two things from the list below to optimize your profile.

1. **Set what people will see.** Click on the "Me" menu and select "Settings and Privacy." This takes you to a page with many options. Look at the menu on the left.
 - a. Click on **Visibility**. Look through each setting here and make sure it is set the way you want. As a rule, the more you restrict visibility to your profile, the less discoverable you will be to others. [How do I edit my public profile?](#)
 - b. Click on **"Share profile updates with your network."** Now that your profile is created, turn this on by indicating "Yes." This helps you stay fresh in the minds of your network.
2. **Let recruiters know you're open to opportunities.** Recruiters use LinkedIn to find potential candidates. [How do I let recruiters know I'm open to job opportunities?](#)
3. **Customize your LinkedIn URL.** LinkedIn assigns a complicated URL (internet address) to your profile. Having a direct link to your profile is great, but it's not very memorable to list a complicated URL on your résumé. Thankfully, LinkedIn allows you to customize your URL.
 - a. Click on the "Me" menu and select "Edit public profile & URL." [How do I customize my public profile URL?](#)



3. **Grow your network:** There are two approaches to networking on LinkedIn. One is to be liberal making connections; the other is to be conservative. If your goal is to generate leads, get people to follow your content or posts, or to create a wide network, then connect with as many people as you can. However, make sure that you review each invitation before you accept it. LinkedIn has tools to help you grow your network. Just click on "My Network" at the top of your profile and you can add your email contacts like Gmail, Yahoo, Outlook, etc. You can also accept invitations on this page.
4. **Join groups and follow companies:** LinkedIn has pages for groups and organizations. Use the LinkedIn search bar to search for some of your favorite companies, and look for groups that you're interested in following or joining. Many companies post their jobs on LinkedIn, so you can also apply to jobs using your LinkedIn profile.

5. **Endorsements:** You can endorse (support) members of your network for their skills. You can also ask members of your network for a recommendation.

- [How do I endorse someone else?](#)
- [How do I request a recommendation?](#)

Keeping Your Profile Private. If you are concerned about privacy, you can hide your profile from non-Linked-in members. [How to control your public LinkedIn profile](#). This article can also show you how to hide specific sections of your profile from public view.