



LinkedIn Profile Optimisation

Agenda



- Why to have a LinkedIn profile?
- An ideal Profile
- Headline
- Summary
- Skills & endorsement
- Showing your work
- Having the right setting
- Public profile
- Career interest
- Posting content



Why should we have a LinkedIn profile?

- **Build relevant connections:** LinkedIn expands your professional network for collaboration, mentorship, and career growth.
- **Stay in touch with colleagues:** LinkedIn helps maintain professional relationships by tracking colleagues' career progress.
- **Invaluable tool for job hunt:** LinkedIn enhances your visibility to recruiters by highlighting your skills and experience.
- **Stay updated with industry news:** LinkedIn offers the latest industry news, trends, and discussions.
- **Enhances professional reputation:** A polished LinkedIn profile displays your skills, achievements, and endorsements, boosting your credibility.
- **Increases visibility:** LinkedIn enhances your visibility online, facilitating connections and opportunities.



An ideal profile has

Profile picture

Cover picture

Headline

About/Summary

Skills

Education & experience

Relatable activity log

Don't hide behind



- Neutral Backdrop
- Close up picture
- Smile and look confident
- Dress up sharp
- Look into the camera
- No selfies please
- Avoid distracting backgrounds
- Take a photo with the right expression
- Be the only person in the picture
- Use a high-resolution image



While choosing a profile picture, keep in mind [LinkedIn](#) is different from other social media platforms.

14 times more visits & 36
times more chances to
receive a message with a
professional headshot.



What should be my
cover picture?

Something which depicts your professional goals

Suits your domain or personality

Some that narrates your vision about your future

Is attractive yet subtle

Headline

Past: Data Scientist at PayPal
Akansha Rawat is a mutual connection

Atmakumar Rai • 2nd
Senior Data Scientist at Yum
Noida
Current: Senior Data Scientist at Yum! Brands
Swechcha Tomar, Gauri Pandey, and 2 other mutual connections

Pranav Khurana • 2nd
Data Scientist at McKinsey & Company | NSIT
New Delhi
Current: Data Scientist at McKinsey & Company
Provides services - Career Development Coaching, Educational Consulting

Aakash Sain • 2nd
Data Scientist
Delhi, India
Current: Data Scientist at Tata Consultancy Services
Preeti Agarwal, Hemant Gautam, and 1 other mutual connection

Sahil Saini • 2nd
Data Scientist at Cargon Global Solutions

Write your company's name

Use lucid keywords

Make it crisp and 'to the point'

Avoid writing your designation only



Bonus tips for freshers-

Mention about your current academics or your vision for future.

How to write an 'about' section?

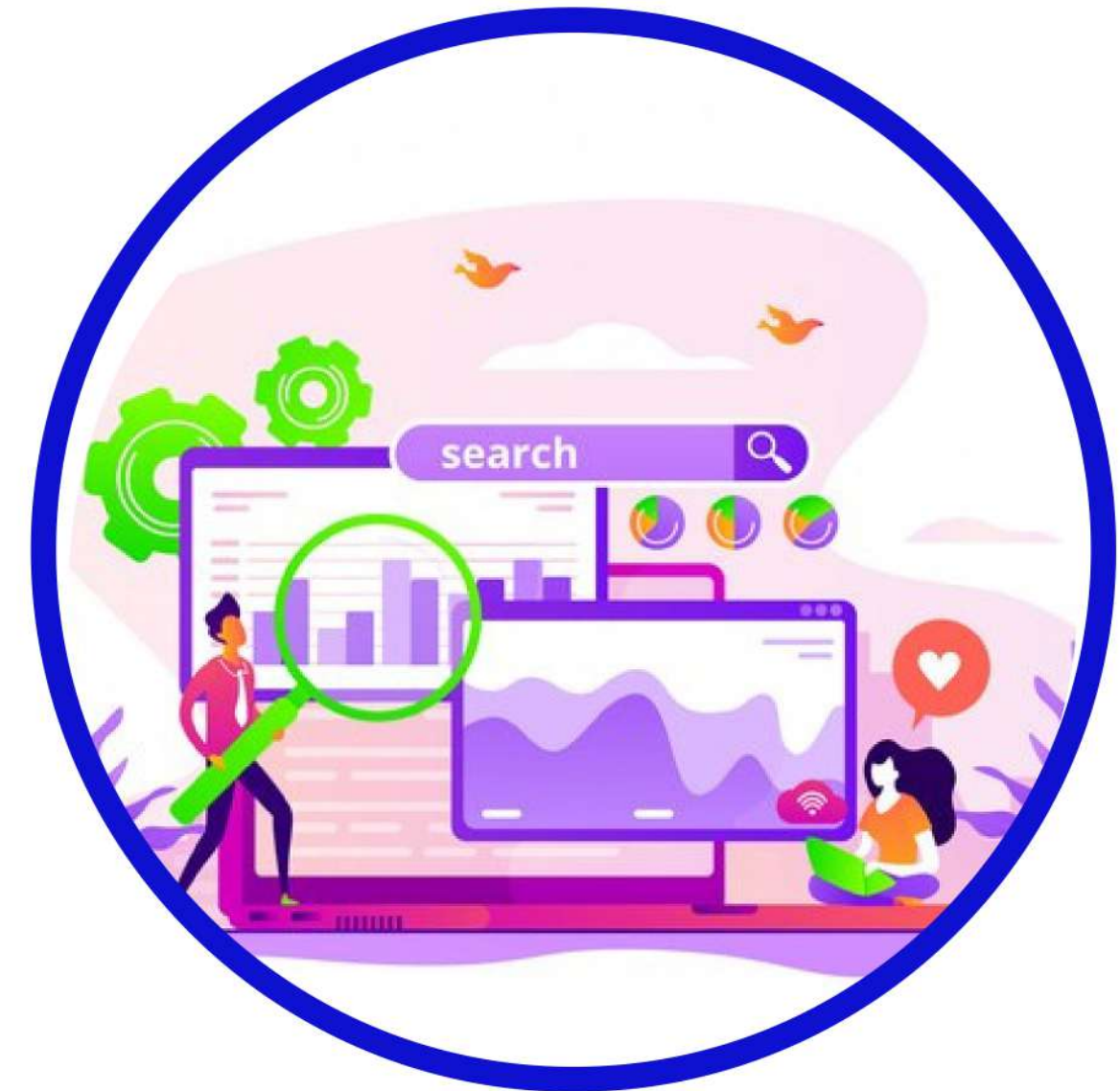


- Don't write an essay, be a storyteller.
- Tell your story, your learning or career journey.
- Let the world know about your skills and professional accomplishments.
- Add a personal touch, mention your interests in your particular field.
- Try not making it more than 500 words.

Helpful website to generate your summary:



- <https://chat.openai.com/auth/login>
- <https://resumeworded.com/linkedin-review/linkedin-summary-generator>





Skills

Write all the learnt skills

Try earning badges after clearing assessments

Don't hesitate to seek for endorsements



- Python
- Data Manipulation
- SQL
- Data Mining
- Data Cleaning
- Deep Learning
- Machine Learning
- Excel
- Data Analysis
- Data Visualization

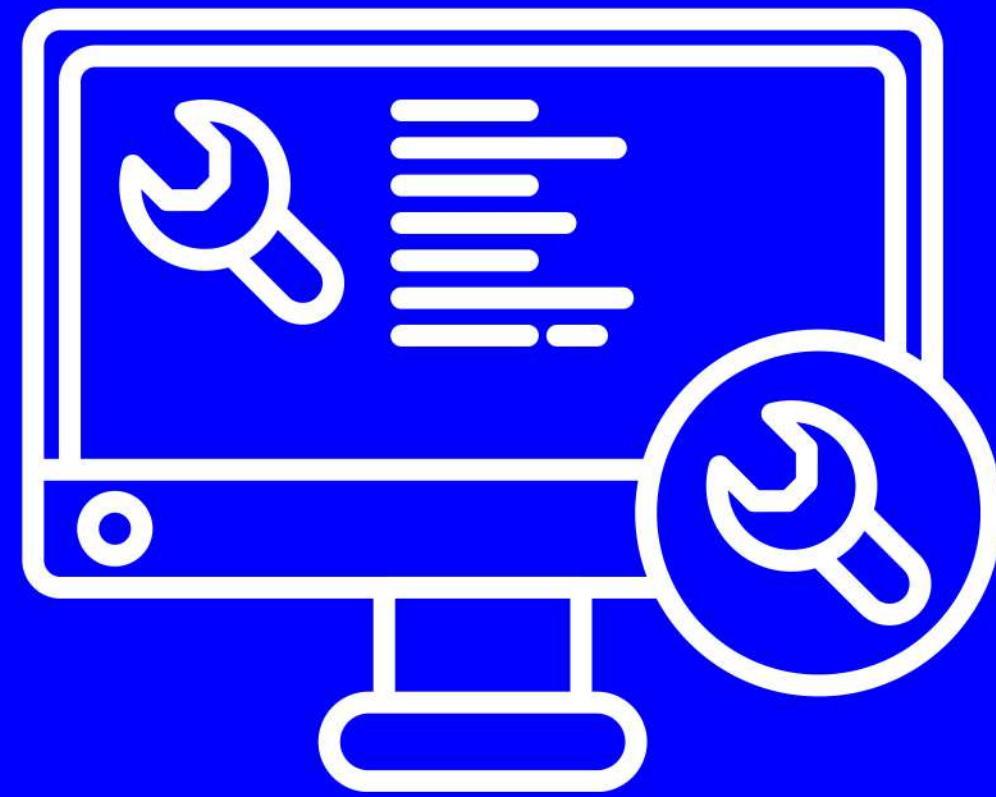


Let the world know about your talent

- Mention about the projects you have worked on .
- Entitle them with proper hashtags.
- You can also link your Github profile for accommodated projects.
- Attach the dashboards created by you.



**Having the
right setting**



Accounts> settings & privacy> privacy> edit your public profile:



- Your profiles' public visibility – On
- Profile Photo – On
- Headline – Show
- Websites – Show
- Summary – Show
- Current Experience – Show
- Details – Show
- Projects – Show
- Recommendations – Show

**OPEN TO
WORK**



POSTING CONTENT



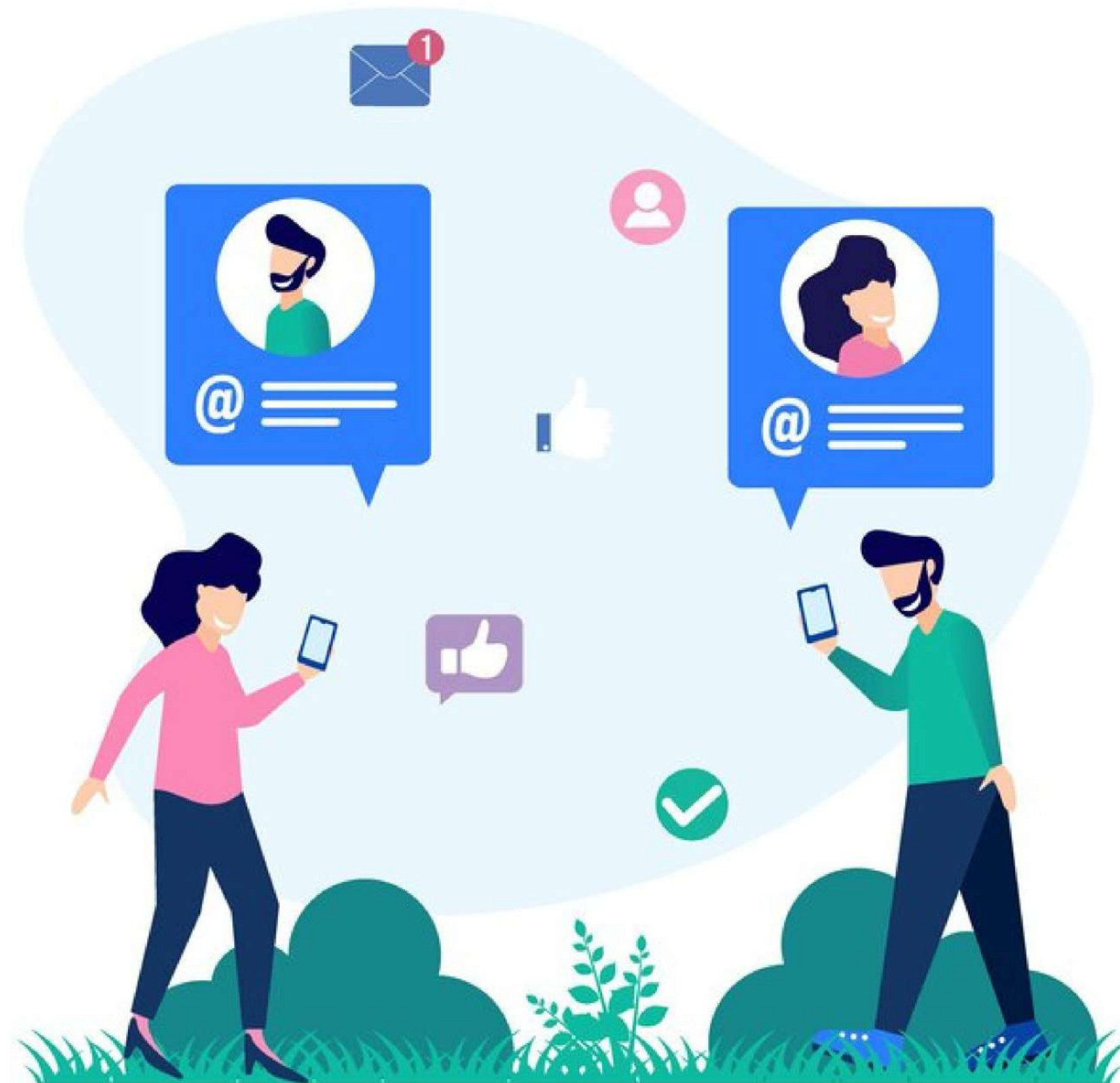


POST IDEAS

- Scope in data science domain
- Must have skills for a data scientist
- Talk about your projects
- Challenges faced during internship
- Career in data science and AI.



Posting content is very helpful in personal branding.
You never know who's stalking your linkedin.



What to post on LinkedIn?



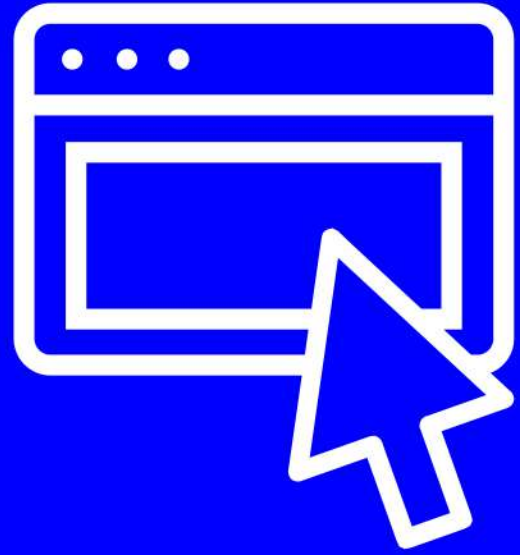
- Post about latest news or trends in Data Science.
- Share your opinion on your specialized subjects.





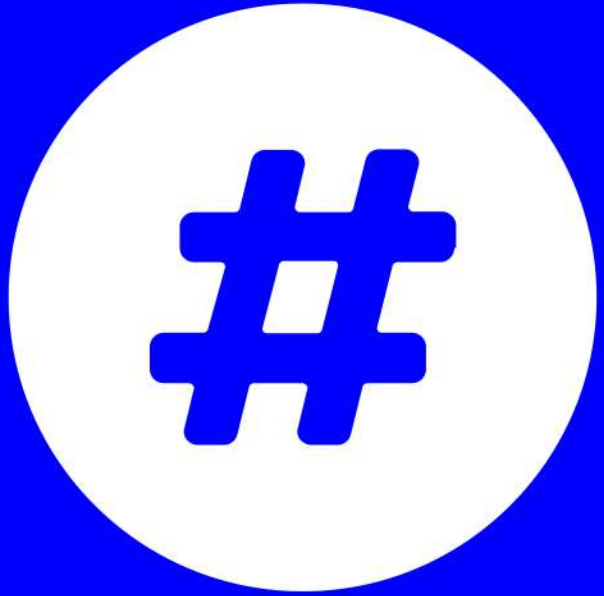
Some Groups to Join

- [Big Data, Data Science, AI, IoT, Cyber Security & Blockchain](#)
- [KDnuggets Data Science & Machine Learning \(Moderated\)](#)
- [Machine Learning Community \(Moderated\)](#)
- [AI | Big Data | Machine Learning | Predictive & Cloud Analytics | Data Science | Deep Learning](#)
- [Data Science Community \(moderated\)](#)
- [Business Intelligence, Analytics & Data Visualization \(Moderated\)](#)
- [Python Developers Community \(moderated\)](#)
- [AI And Data Science Community](#)
- [Python Study Group - LinkedIn Learning](#)



Pages

- Dataisgood
- Towards Data Science
- LinkedIn Data Science
- Kaggle
- Data Science Central
- Tableau Software
- IBM Data Science
- Google Analytics
- Microsoft Power BI
- Python for Data Analysis



Hashtags

- #DataAnalytics
- #ArtificialIntelligence
- #technology
- #python
- #deeplearning
- #DataVisualization
- #DataScience
- #BigData
- #MachineLearning
- #DataInsights
- Key Words: Data Driven, Data Management

Optimization Complete: Leveraging Your New LinkedIn Profile

