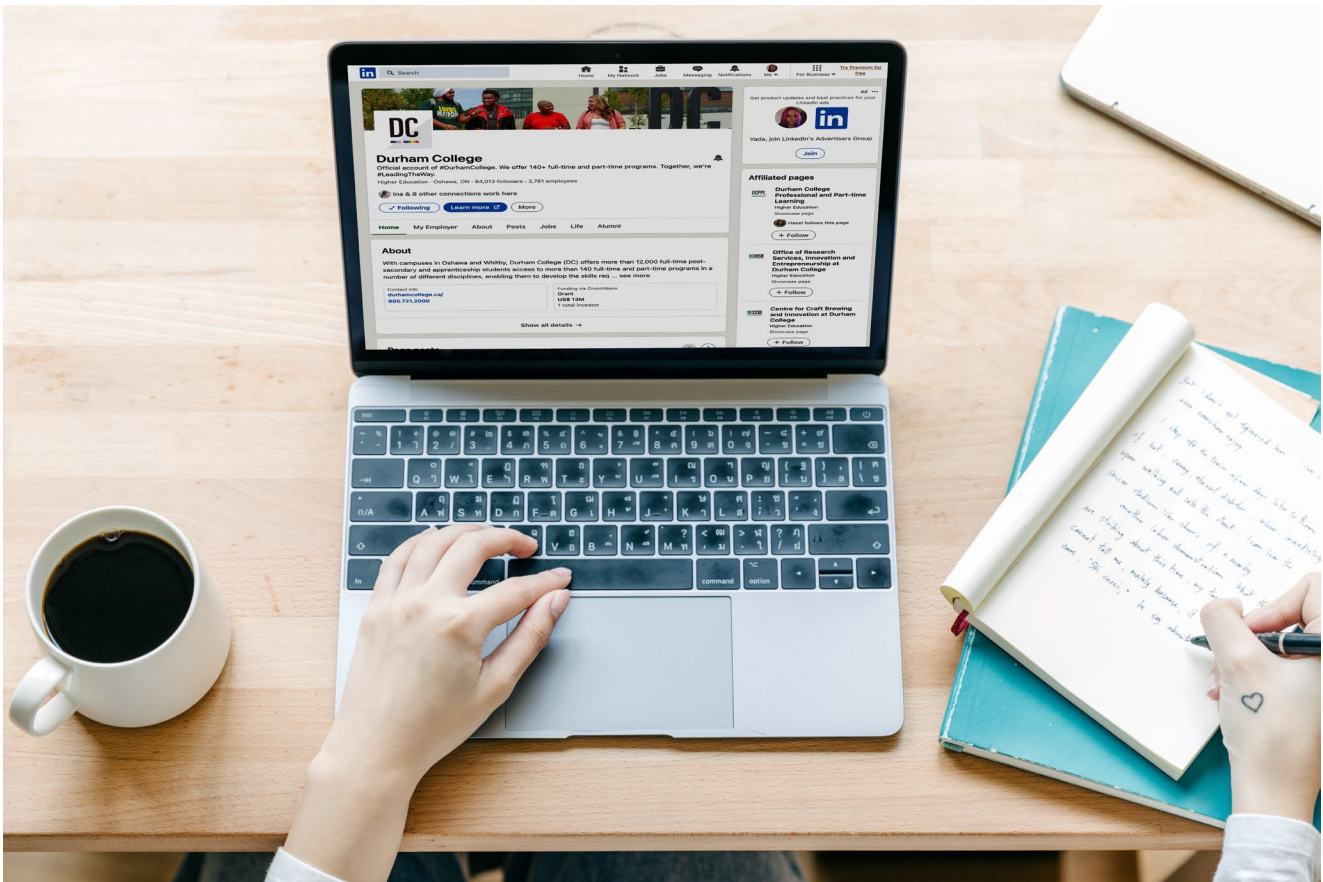


# LINKEDIN



Durham College  
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# Creating Your LinkedIn Profile

## What is a LinkedIn profile?

LinkedIn is a professional networking platform for managing your professional brand / image. You can use LinkedIn to find the right job or internship; connect and strengthen professional relationships. A LinkedIn profile is a great way for you to let people know who you are and what are your professional interests and career goals. You can control your privacy preferences to ensure who can see your profile. LinkedIn can also help you learn or enhance the skills you may need in your career.

## Getting started:

- **Manage your professional brand** – You can define and develop how other members view your professional experience and qualifications. Since you will have complete control over your profile and its visibility, you can customize it to fit your needs. Your customized profile will help recruiters and other members understand your professional brand/image. You can add various sections to your profile to showcase your skills and expertise. A complete LinkedIn profile will increase your discoverability.
- **Create opportunities** – LinkedIn is used globally. A LinkedIn profile will help you to get noticed. An updated profile is a great way to ensure that you can be found by employers and recruiters and enhance job opportunities.
- **Build your network and showcase professional milestones** – Your professional achievements (new job, work anniversary, promotion, etc.) can be highlighted and showcased to other members who view your profile. An updated profile opens the door to meeting new members and making connections.

## LinkedIn Sections

LinkedIn constantly updates its platform including sections and functionality to help professionals stay connected and for job seekers to find new opportunities. The list below is subject to change, please follow the LinkedIn blog to stay informed.

### Name

Use the name that is listed on your resumé to ensure consistency throughout your brand. This way employers can easily locate your profile. To avoid people mispronouncing your name, LinkedIn provides a short audio feature that can be found on the profile page. This is where you can record your name's exact pronunciation and it can be heard by anyone who taps on the audio icon on your profile.

## **Personal URL**

You can create a [personal URL](#) on your profile to show up better in search engine results which can also be added as a hyperlink on your resumé. In addition, you can create a badge for your public profile to be added to your online resumé, blog, or website from the [public profile settings](#) page.

## **Profile Picture**

The profile picture creates your first impression on LinkedIn – it's how people are introduced to you and it determines their impressions from the start. Here are some quick tips to start with: make sure the picture is recent and looks like you, make sure your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes.

An "open to work" frame will make it evident that you can be contacted for suitable job opportunities.

## **Cover Story**

Want to give your LinkedIn profile an extra personal touch? LinkedIn has a feature called 'Cover Story' that can do just that. Watch this [video](#) to see multiple examples of great Cover Story examples!

## **Background Picture**

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, attract attention and stay memorable and reinforce your professional brand and career goals. When choosing the picture keep in mind the copyright guidelines.

## **Headline**

Use the headline field to identify your career interests or specialized skills. You can also use current program of study. The headline should preferably include keywords related to your target career goals / industry.

## **About**

The About section is your chance to tell your professional story in the first person. Try to bring to life why those skills matter and the difference they can make to the people you work with.

Invest some time, try a few drafts, and ask people you know to review it. This is your most personal piece of content marketing – and it is worth the effort.

## **Experience**

Highlight your past and current experiences. Starting with your current position, write it in reverse chronological order (most recent to past positions). Depending on your employment history you might have more or fewer entries in this section. It is important that your LinkedIn experience matches with the information on your resume (consistent job titles, employment dates etc.)

## Education

List your education, and write it in reverse chronological order. Avoid adding High School unless it is a professional requirement.

## Volunteer Experience

Highlight your volunteer experience to showcase your interests and values. You can add your role, the organization / description of the event, dates.

## Skills and Endorsements

Highlight the skills that are relevant to your career goals and focus on industry-specific skills. LinkedIn will provide some suggested skills based on your profile. This provides an opportunity for others to endorse you. Make yourself easily searchable to employers by including key skills.

Endorsements from other members substantiate your skills. Reach out to people who know your skills such as, project team members, field placement/co-op supervisors, coworkers and managers. You can also provide endorsements that often prompts people to return the favour.

## Skills Assessment

The skills assessment is an online test created by LinkedIn that enables you to demonstrate the level of your skills and display a Verified Skills badge on your profile. Displaying proof of your abilities can potentially strengthen your personal brand. Using this assessment is entirely voluntary, and you can retake the tests as often as you like before showing that you have passed.

## Recommendations

Recommendations are personal testimonials written to illustrate the experience of working with you. There is a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalize your request. It's worth the extra effort.

## Accomplishments

LinkedIn offers you to add accomplishments in 9 different sections. These are:

- **Certification:** Add any certificates you earned related to your current profession.
- **Course:** Add the list of relevant courses you took to learn different skills.
- **Honours and awards:** Showcase all the relevant honours and awards you earned.
- **Language:** You can add the proficiency level of the languages you know.
- **Patent:** Do you have any patent rights? If so, it is the best place to show the patents you own. Don't forget to add the description of the respective patents.
- **Project:** Add the list of relevant projects you were part of with the complete details and

description of the respective projects. Be aware that if listing group projects consent may be required.

- **Publication:** Add the title of the book or article, publisher name, date, URL and description in the publication section.
- **Test Score:** It is optional for you to include test scores.
- **Organization:** If you are part of an organization, board or committee, you can add the organization name, your position, date of tenure and description of the organization.

## **Interests**

Interests fall under the additional information section of your LinkedIn profile and include all the influencers and companies you follow or LinkedIn groups you have joined.

The influencers, companies and groups you choose should be related to your field of interest as it will create a better environment for the target audience to establish a connection with you.

Unlike other social media platforms, LinkedIn is career-oriented. Your profile needs to be professional so that it grabs the attention of potential employers, recruiters and contacts.