

# LINKEDIN PROFILE TIPS

[LinkedIn](#) is a professional social networking and jobs platform. The LinkedIn algorithm is based on connecting its users with only the most relevant professional advice and expertise. That requires a completely different approach than you use on other platforms, where content is often designed primarily to entertain.

## LinkedIn allows you to:

- Set up a profile similar to a resume.
- Search for jobs worldwide.
- Connect and search for relevant connections within your field.
- Engage with fellow industry contacts and trends.
- Be seen by recruiters and interested companies to make contact.

## Profile Checklist:

1. **Photo.** Be sure to use a clear professional photo of your head and shoulders. This helps you make a good first impression on potential employers or business contacts. LinkedIn works with algorithms that Adding a photo means you are more likely to be found.
2. **Background photo.** This could be something that relates to your field of study – make sure it adds to your brand. Does it reflect who you are?
3. **Headline.** LinkedIn will default to your current role, which is this is not always ideal, take charge and create your headline.
4. **Contact details.** Ensure they are up to date to make it easy for recruiters to contact you.
5. Create a **personal URL** that you can use on your resume.
6. **Connect** with other LinkedIn members who you know and trust. This helps you build your network and expand your reach on the site.
7. **About section.** Be sure to include a brief overview of your experience and skills. This is a great way to give potential employers a snapshot of who you are and what you can do. For more tips, view the [About section example](#).
8. **Experience.** Be sure to list all relevant work experience, including job titles, dates of employment and descriptions of your responsibilities.
9. **Education.** Be sure to list all relevant educational degrees and coursework.
10. **Skills.** Be sure to select relevant skills or qualifications you may have. These could include things like proficiency in certain software programs or languages.
11. Add details to other sections: **Languages ; Honors and Awards**, links to **Projects, Videos, images**.
12. **Endorsements/ Recommendations:** ask the appropriate colleagues to give you a professional endorsement or endorsement and be sure to provide one in return.
13. **Be active** on LinkedIn and engage by posting, liking comments, and sharing content. This also optimizes your profile.

Regularly update your LinkedIn profile as your experience and skills grow. This helps ensure that your profile is always up to date.