

LinkedIn Profile Building & Checklist

General Tips & WHO Logic Advice



Intro Section Includes:

- **Profile Photo:** It doesn't have to be fancy but does need to be professional. You can use your cell phone camera and opt for a plain background. Your attire can be business casual. Avoid t-shirts and sweatshirts. Be professional!
- **Background Photo:** This is the background photo behind your picture. You can leave the default background. LinkedIn has several stock images you can choose from or you can upload your own.
- **Headline:** It is recommended that you customize your Headline as this is an opportunity to feature your skills and the direction you are headed. You can think of this section as a very short value proposition, and you can use WHO Logic to help.
- **"Open to Work":** Complete your work preferences including job titles of interest, workplace environments, location and start date preferences. The more complete your work preferences are, the easier it is for relevant jobs, recruiters, and hiring managers to find you.

About Section:

- Think of the About section as your written pitch with a 2600 character limit. Be creative with your written pitch. If it helps, you may want to think of this section as having three parts.
 - The first part is an introduction of you. You could include your value proposition here.
 - The second part highlights specific and relevant skills and achievements. You could insert several value points from your resume in this section or a list of skills.
 - The third part is an invitation for your readers to reach out to you.

Background Section Includes:

- **Experience:** The easiest thing to do is copy and paste your experience from your resume.
- **Education:** List the schools attended. Typically, high school is not included once you enroll in college. List your university level degree and estimate your degree completion date. You can also include any activities and societies (e.g., marching band, Alpha Phi Omega, etc.).
- **Licenses & Certifications:** Training taken directly from LinkedIn Learning is recorded in this space. You can also add any licensure or certifications here.
- **Volunteer Experience:** Demonstrate your community to civic and community engagement in this section.

Skills & Endorsements Section

- You can include skills in the section and others can also attest to these skills. You can also take technical skills tests to share on LinkedIn.

Accomplishments Section Includes:

- This section is an opportunity for you to list the following:
Publications, Patents, Courses, Projects, Honors & Awards, Test Scores, Languages, Organizations, and Causes

Recommendations:

- You can request recommendations from other LinkedIn members who have worked with you and can attest to your skills, experiences, and quality of work. This is also where your recommendations for LinkedIn members can be found.

Activity Section:

- This section is where you can find your activity including:
Posts, Articles, Links, and Media