



Tip Sheet: Creating & Updating Your LinkedIn Profile

Why LinkedIn?

LinkedIn is a powerful tool for building your professional network, advancing your career, and highlighting your skills and experience. Having an updated and compelling profile is vital to connecting with peers, potential collaborators, and career opportunities.

1. Profile Basics: Make a Strong First Impression

- **Profile Picture:** Choose a professional photo with good lighting. Aim for a headshot with a neutral background, ideally in business attire.
- **Headline:** Your headline should capture your current role and expertise in a concise way.
- **Contact Info:** Include professional contact details including an email address, phone number, and a link to any professional websites or portfolios.

2. Craft Your Summary: Your Professional Story

- **Share Your Motivations** – Briefly describe what drives you in your career. This helps others understand your passion and what you bring to the table.
- **Highlight Skills:** Mention any specialized skills, certifications, or training that set you apart in your role.
- **Use Keywords:** Include industry-specific keywords to make your profile searchable.

3. Experience: Details on Your Work Experience

- **Job Titles:** Clearly state your official titles and the names of the organizations for which you have worked.
- **Responsibilities & Achievements:** Highlight key duties but focus more on your specific contributions and achievements. Quantify these results by including numbers without sharing any confidential information.
- **Showcase Impact:** Emphasize how your work was able to benefit or advance the goals of your organization.

4. Education & Certifications

- **Educational Background:** Include your degree(s) and any relevant certifications.

- **Relevant Training:** If you have completed any specialized training, please include it in this section. Examples may include: Certified Scrum Master or People Leader Development Program.
- **In-Process Training and Development:** List programs that you are working to complete with future completion dates.

5. Skills & Endorsements

- **Add Relevant Skills:** List both hard and soft skills that are relevant to your role, sector, and experience.
- **Get Endorsements:** Ask colleagues or supervisors to endorse your skills. Having others recognize your expertise adds credibility.
- **Give Endorsements:** Recognize those people who you have worked for those skills that make them valuable.

6. Networking and Connections

- **Connect with Purpose:** Build your LinkedIn network by connecting with colleagues, supervisors, mentors, and peers in your field. You can also follow relevant organizations, thought leaders, and professionals you admire.
- **Join Groups:** Participate in LinkedIn groups related to your specific field of work to stay informed and engaged.
- **Engage with Content:** Like, comment on, and share posts that align with your professional interests. This helps to raise your visibility within the LinkedIn community.

La Toya's Insider Tips:

- **Customize Your URL** – On the right side of the page, under “**Edit your custom URL,**” click on the pencil icon next to your current LinkedIn URL. Here, you can customize it to be more professional. I recommend using your first and last name, or a combination of your name and profession. Make sure that you click **Save** to apply the changes.
- **Scope and Scale** – As you are completing your Experience Section, please add **numbers** to show the scope and scale of what you have delivered in your work experience. This helps readers understand how big of a role you can manage.
- **Proofread:** Before finalizing your LinkedIn Profile, carefully proofread your entire profile and **correct any errors**. A well-written profile that is free from grammatical errors looks more professional.