LinkedIn [1] Develop your Profile

Creating your profile online at LinkedIn.com

A LinkedIn profile is like your online professional introduction. Think about what you want people to know about you, your career goals, qualifications and your experience. This tipsheet is for strategies to help you put your best foot forward.

GETTING STARTED

- Create a login at www.linkedin.com. Ignore requests to access your email contacts for now and create a shell profile.
- Set your privacy settings: select the photo placeholder, likely empty, in the upper right hand corner. Hover over and select the following sequence of options: Privacy & Settings > Privacy > Profile Viewing Options > Select what others see when you’ve viewed their profile > Private Mode (Anonymous LinkedIn Member). When your profile is ready, you can reset your privacy settings to a more public level.

MAIN PRINCIPLES

Rather than get hooked into “completing your profile”, focus on creating an effective profile. Use the headline, summary, your education, experience and skills to convey a cohesive message about the direction you are headed in, the industries or roles that interest you and the experience that is relevant.

PHOTO

The pros and cons of using a photo
- May increase the likelihood of your profile being noticed
- May allow bias in recruiting
Remember that you always have a choice

Tips for photos (if including one)
- Corporate wear (suit) is not essential
- Do ensure that your photo is professionally appropriate
- Avoid cropped photos or backgrounds that are distracting
- Avoid cartoon figures as substitutes for photos

PERSONAL INFORMATION

Tips for Headline
- A headline that describes your goals or career interests helps you interact with people
- If left empty, the headline defaults to your most recent role

Tips for Location and Industry
- Close to graduation set the location in which you hope to work
- Choose an industry that is the closest match

Tips for customizing your URL
- Shorter URLs helps people find your profile
- Consider including this in your email signature and resume

An example of professionally appropriate photos for a student at different stages (undergraduate vs graduate level)
**SUMMARY**

Tips for creating an effective summary

- Treat like a cover letter
- Customize according to your needs
- Show who you are and what you want
- Highlight what you bring to the table
- Explain areas of interest (professionally)
- Convey what distinguishes you
- Include specialties
- Choose between paragraphs or bulleted lines
- Choose first- or third-person voice

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**EXPERIENCE**

Tips for creating an effective summary

- Decide if the role is relevant to your goals
- Tailor to the work you want to do
- Decide what you are comfortable sharing online
- Consider going beyond tasks or responsibilities
- Avoid simply copying bulleted lines from your resume
- Consider a branded narrative format for your experience section (come to the workshop for examples)
- Upload examples of work, e.g., presentations
- Choose between paragraphs or bulleted lines
- Re-order experience sub-sections—this can reinforce your strengths and connections to the work

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**EDUCATION**

Tips for creating an effective Education section

- Use the formal name of the Degree
- Include your major, medials or minors
- Include relevant electives
- Clarify your stage of completion
- Decide whether to include marks or grades
**RECOMMENDATIONS**

**Tips for using recommendations effectively**

- Ask people who know you and your work for a recommendation
- Consider asking past supervisors, or volunteer coordinators who you think are supportive

**SKILLS [AND ENDORSEMENTS]**

**Tips for using this section effectively**

**Skills:**

- Identify relevant skills by consulting other profiles and by researching roles and companies
- Click a skill to access LinkedIn Analytics for that skill: see relevant resources, profiles, media, jobs and more
- Re-order the sequence of skills according to relevance

**Endorsements:**

- Decide whether or not to accept endorsements from people connected to you in LinkedIn (optional)
- If you want to be endorsed, you may need to reach out to people in your network

**CERTIFICATIONS**

- Add key skills learnt through experience or training
- Take Lynda.com courses on relevant skills or competencies (LinkedIn will add the course badge to your Certifications)

**OTHER PROFILE SECTIONS IN LINKEDIN**

Projects | Publications | Honors/Awards | Test Scores | Courses
| Patents | Certifications (including | Volunteer Causes & Experience | Languages | Additional Info | Organizations | Recommendations | Supported Organizations | Connections | Groups | Following – Influencers, News, Companies | Lynda.com learning badges | Advice for contacting you | Posts | Personal details
Career Services can help with decisions

- Concerned that your profile appears too focused?
- Worried that your profile looks generic?
- Unsure how much to showcase accomplishments?
- Have specific questions about crediting collaborative work in uploaded examples?

Profile Done?
Reset your privacy settings to your preferred level of visibility. Look at the next LinkedIn Tipsheet in the series.

LinkedIn [2] Developing a LinkedIn Strategy
Explore career paths of alumni (My Network > Find Alumni) | Research types of work, roles and industries, and follow organizations (Companies) | Validate career decision-making and talk with others (Groups) | Gain insights on fields and industries (Pulse) | Review opportunities (Jobs & Volunteer) | Access helpful resources

Further Resources

- More information at http://careers.queensu.ca/LinkedIn
- Get your photo taken for LinkedIn—consult the Career Services website for information about the next Career Fair and possible opportunities
- Discuss strategies and good examples with others in our LinkedIn workshops
- Get 1-1 help with related career decisions (book a career consultation appointment)
- Benefit from strategizing about your resumes or cover letters (book a resume review appointment)
- Learn more about Queen’s Connects Career Network for Students and Alumni LinkedIn Group: http://careers.queensu.ca/queensconnects
- Drop-in into Career Advising (Mon-Thurs, 1:30 - 3:30 PM) for quick questions (no appointment necessary)