




LinkedIn [1] – Developing Your Profile

Explore how you can tell your story online at [LinkedIn.com](https://www.linkedin.com).

In this tipsheet, you'll learn some strategies for developing an effective profile page, along with some tips and strategies to help you communicate your authentic career story on LinkedIn (free version).

Here are some general tips to keep in mind:

- Consider the experience of reading your profile and guide the attention of your viewers.
- Communicate key messages (i.e. strengths, interests, values, and career goals) at the top of your profile.
- The more valuable a key message is, the more consistently you should demonstrate it throughout your profile.
- You can't change the order of sections in your profile. However, you can make strategic decisions about what content fits in each section.
- To edit content: Locate the pencil on the top-right of each section or entry. You may need to hover your cursor over the content for the pencil to appear.
- To add content: Select the "Add Section" button in your intro section or the "+" button at the top-right of each section.



Add section +

Getting Started

Create Your Account

- Visit <https://www.linkedin.com/> and select the "Join now" option in the top-right corner of the page. Begin by creating an account with your e-mail or phone number. If you are using a Google e-mail account; utilize the "sign in with Google directly" option.

Privacy Settings

- Select the "Me" drop-down arrow and review the "Settings and Privacy" for more info about how your profile will interact with the LinkedIn community at large. When you visit other peoples' profiles, LinkedIn will inform them that you have visited their profile.
- If you are not yet ready for others to see that you are viewing their profiles, you can change your viewing setting to private. Go to the "Visibility" section and change your "Profile viewing options" to "Anonymous".



Notification Settings

- LinkedIn has an abundance of notifications that can become overwhelming at times. Review these settings by clicking the Notifications (Bell) icon at the top. "View settings" is on the left-hand side of that webpage.



Edit Public Profile & URL

- LinkedIn automatically creates a URL for your profile that is a string of random numbers. Some people like to edit the URL associated with their profile for personalization and ease of sharing. View your profile and see this option on the top-right. Consider embedding this link in your e-mail signature and/or cover letter and resume.

A screenshot of a LinkedIn profile settings menu. It shows two options: "Edit public profile & URL" and "Add profile in another language". Both options have a question mark icon to their right. A large blue arrow points from the top right towards the "Add profile in another language" option.

Edit public profile & URL ?

Add profile in another language ?

Add Profile in Another Language

- Below the “Edit Public Profile & URL” option on your profile is the option to create a profile in another language. This will allow you to toggle between different language profiles and uniquely edit each one.

Photo & Banner

Photo

There are pros and cons to using a photo on your profile. A pro is that it may increase the likelihood of your profile being noticed. A con is that it may allow bias when others are recruiting. You always have a choice about how you would like to represent yourself using your profile photo. If you want to include one, here are some tips:

- Formal attire (for example, a suit) is **not** essential.
- Ensure that your photo is professionally appropriate for your field of interest. Consider both location and attire.
- Avoid cropped photos and distracting backgrounds.
- Avoid cartoon figures as substitutes for photos.
- It is not essential to have a professional photographer take your photo. Most cell phones have a decent camera.


Background Photo

When it comes to choosing a background photo, you have a variety of options! Some like to use it to showcase themselves doing career-related work or as a business card; others like to use it to showcase a recreational activity; and still others like to use it to showcase a landscape that relates to their career goals and/or their non-work life. Your background provides a visual first impression to those visiting your profile. Consider how you would like your background photo to contribute to the overall experience of your profile. You may want to use a personal photo and crop it to the size of the background or search online for “free LinkedIn background banners.”

Intro

While most of this information appears self-explanatory, there are some considerations as to how this information allows recruiters to find you. See below for further details.

- Name Pronunciation: A new feature for people to hear you say your own name properly.
- Pronouns: An option to share your pronouns. Recruiters may use this information to locate people from underrepresented communities for a variety of reasons, both positive and negative. It’s up to you if you’d like to share that aspect of your identity professionally.
- Current Position & Education: –If you don’t include a headline, your current position will be your headline.
- Industry: Recruiters may search for people working in a specific industry. Which industry aligns with your career aspirations?

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- **Headline:** Arguably the most influential content for appearing in recruiters' search results. Consider what key words and/or slogan you would like to be associated with in your career. How can you briefly describe your career interests and aspirations for your audience? Consider changing this over time based on the number of profile views you receive. There is limited character space here — use it wisely!
 - **Country/Region & Locations Within This Area:** Another influential aspect of your intro for appearing in recruiters' search results. If you are seeking a position in a location that is different from where you are currently residing, you may want to consider listing the location where you would prefer to work so recruiters from that area can find you. Also list locations of interest in the “open to” section.

Open to


Add section

More

- **Open To:** Another crucial influence on appearing in recruiters' search results. This section allows you to indicate what job titles you are open to, job locations of interest, openness to remote work, when you would be able to start, and what types of opportunities (i.e., full-time, part-time, internship, etc.) might interest you. It also provides an option to choose who can see that you are open to opportunities: recruiters or everyone.
- **Add Section:** This is the go-to place for seeing what content sections are available to build your profile. This tipsheet has been created based on the order listed when selecting this icon.
- **More:** Save your profile as a .pdf or share your profile URL in a direct message.

Your Dashboard

- **Profile Views:** How many people have viewed your profile in the last 90 days. The free version doesn't provide further analytics. Even the information available on paid version is impacted by the profile viewers' privacy settings.
- **Post Views:** Posts count one view each time someone sees it in their feed, articles count one view each time someone clicks on it, and videos count one view each time someone watches it for more than 3 seconds. This number is based on the last 90 days.
- **Search Appearances:** The number of searches you appeared in in the past week. The free version provides limited information, but does indicate where the searcher works, what they do, and what key words they used. This information helps you to improve the impact of your headline.



58 Who viewed your profile	821 Post views	9 Search appearances
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- **Creator Mode:** Changes your primary profile action from “Connect” to “Follow” and makes you eligible to appear in search and discovery results as an influencer. It provides you an opportunity to tell followers what topics you post about most often so you can build a following with similar interests. See the LinkedIn #2 tipsheet for more guidance in selecting topics to describe your content.
- **Manage My Network:** Takes you to the “My Network” icon. Provides a summary of your current connections, contacts, people you follow, groups, events, company pages, newsletters, and hashtags. Also provides a variety of suggestions to enhance these aspects of your network.
- **Salary Insights:** A new feature, and one that has very limited, crowdsourced information in Canada. It will ask you about your salary, additional compensation, skills for your role, years of experience, and location. Don’t share this information if you’re not comfortable doing so.
- **My Items:** A list of jobs, courses, and articles you have saved.



About / Summary

This section provides an open space to introduce yourself: how your skills, values, interests, and key messages align with your career experiences, endeavours, and aspirations. There is a lot to consider when writing this section! Below are some ideas:

- How do your favourite people on LinkedIn write this section?
- Highlight the value you’re able to bring to your desired reader(s).
- Show who you are, what you can do, and why that’s valuable or important.
- Explain areas of interest for your career, including specific aspects of a field that you're drawn to.
- Consider briefly mentioning some personal interests that help define you.
- Convey what distinguishes you from others.
- Will you use a formal, third-person voice, or a more casual, first-person voice?
- Do you want to use bullet points, paragraphs, or a combination?
- Would you like to take a narrative approach (past, present, future), or select key messages to directly highlight?
- How will you catch a reader's attention so that they select the “...see more” option and continue reading the rest of your profile?



Featured Content

This specific section appears early in your profile so that you can catch the attention of those who view your profile quickly. Throughout your profile, there are a few different ways to embed media content that makes your profile more dynamic. Reserve this section for your best and most appealing media content!

Types of Media Content:

- *Posts*
- *Articles*
- *Links* – to other website pages
- *Media* – photos, documents, and presentations

Background

You will be able to include 5 work experiences, 3 education entries, 3 licenses & certifications, and 3 volunteer experiences before the “...see more” option appears. You won’t be able to manage the order that each major section appears on your profile page, but you can find ways to adjust the content within each section. Here are some tips for writing these sections:

Work Experience

- Communicate your highest-quality experiences of your career so far.
- Decide if the role you had is relevant to your career goals.
- Decide what content you are comfortable sharing online.
- Consider going beyond tasks and responsibilities to explain what makes your experience at a company or in a role relevant.
- Focus on the substantive value of the learning experience, not just the perceived value of its label.
- Do you want to use bullet points, short paragraphs, or a combination?
- Embed media content to make your content more dynamic and tangible, and to show evidence of what you have created, produced, or achieved.

Education

- Use the formal name of your degree as it will appear on your diploma in the “Degree” category.
- Consider using the abbreviated form of your degree title (e.g., Ph.D) somewhere on your profile.
- Include your major, medial, or minors in the “Field of Study” category.
- Listing your GPA in the "grade" section is optional. If you choose to include it, adjust it to a 4.0 scale to avoid confusing the reader.
- If you choose to include electives relevant to your career goals, choose quality over quantity.
- If you aren’t including clubs or other Queen’s activities in other sections, consider listing them here under “Activities and Societies.”
- Share examples of your most impressive work by embedding it as media content.



Licenses & Certifications

- Include entries that are relevant for your career goals.
- If adding a license or certification reduces the impact of others on your list, consider omitting that piece of content.

Volunteer Experience

- After 3 volunteer experience entries, the “Show more” function will appear.
- Include community engagement and other unpaid Queen’s experiences related to your career goals.
- Focus on the substantive value of the learning experience, not just the perceived value of its label.

Skills & Endorsements

The more endorsements you receive for a specific skill, the more likely you are to be discovered for opportunities related to that skill. Only first-degree connections can endorse your skills. You can request skill endorsements, and you may also receive them from others organically. You can reorder your skills based on how important they are to your career success.

Skills

- Select at least 5 skills that are foundational to your career success. You can choose up to 50 skills in total.
- Consider using the [Queen’s Skills Sorter](#) to reflect on what transferrable skills you want to include.
- Research key skills to include by exploring other peoples’ profiles from your field of interest.


Endorsements

- See if people you’ve worked with before would be willing to trade endorsements in this section.
- Consider taking a skill quiz for an opportunity to answer 15 multiple choice questions to show your competence with industry knowledge or specific tools and technology. Score in the top 30% to earn the badge and display it on your profile. Learn more about these skill assessments [here](#).

Accomplishments

Consider other valuable contributions that might fit within the categories listed below. Content will be listed by date (most recent) within the order of sections provided. Profile viewers will initially see a summary list of all the titles of your entries within each section, and can see further details if they expand the section by selecting the down arrow. You can edit each entry after selecting the down arrow yourself.

- Publications: Be sure to include links and the citation in your field’s formatting style.
- Patents: List if it is pending or issued and provide a description of its importance and use.

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- **Courses:** Take LinkedIn Learning courses on relevant skills or competencies for your career goals. Upon completion they will be listed here. LinkedIn Learning is free to access with your Queen's Net ID - [sign in here](#).
 - **Projects:** Showcase your academic and non-academic work. If you have a substantial project that demonstrates key strengths, consider including it in an experience section to draw attention to it.
 - **Honors & Awards:** If it's an uncommon entry, be sure to include a link and/or description of the criteria for selection so the reader learns what it says about you.
 - **Test Scores:** If it positively represents your knowledge or is essential in your field (LSAT, MCAT, etc.)
 - **Languages:** If knowing more than one language is important to your career success, consider including it in your summary or education section so your profile viewers learn this earlier.
 - **Organizations:** List associations and other relevant memberships you hold in your field.

Recommendations

Strong recommendations can be dynamic and provide a lot of value to your profile if your reader gets to the end of the page; this is especially true if the recommendation is from someone successful or well-known in the field.

- Reach out to people who know you and your work to ask for a customized recommendation.
- Consider asking past supervisors or volunteer coordinators who you think are supportive.
- You will be asked to approve and post a recommendation. Review it for typos if necessary!

Want to learn more?

Check out our [LinkedIn 1: Developing Your Profile](#) workshop or book a [Career Counselling Appointment](#) for more information and guidance on writing an effective LinkedIn profile. Also consider the LinkedIn 2: Navigating Resources and Building Brand [tipsheet](#) and [workshop](#).

Career Services offers [Drop-in Career Advising](#) to answer quick questions related to all aspects of your career planning and job search - Monday to Thursday from 1:30pm to 3:30pm.

For more in-depth information, consider taking these LinkedIn Learning courses with your Queen's Net ID - [sign in here](#).

- LinkedIn Learning Courses:*
 - Rock Your LinkedIn Profile
 - LinkedIn Quick Tips
 - LinkedIn Profiles for Social Business Success