

Creating a strong LinkedIn profile



Making the most out of LinkedIn

With a growth rate of about 3 new users per second, LinkedIn is the world's largest professional social media network with more than a billion users worldwide.

What can you find on LinkedIn? Here's a quick overview of what this popular networking site has in store for you:



Above all, LinkedIn is used to view profiles of your connections. Thus, strengthening your LinkedIn profile is one of the best steps you can take in increasing your visibility to potential connections, generate interest in you as a professional and maintain interest when others come across your profile.



Creating a strong LinkedIn profile

Your profile is what recruiters, hiring managers and your connections see first. Thus, a good profile should consistently showcase you as a professional, friendly and reliable person.

To leave an impression, your LinkedIn profile should be:

- 1 Professional, clean and consistent across platforms
- 2 Have a positive profile picture
- 3 Be free from inappropriate images, texts, memes etc.
- 4 Targeted to deliver a specific message about yourself
- 5 Utilise language that is positive, informative and engaging

Here are some questions to help you reflect on your approach and the kind of presence you would like to show on LinkedIn.

What kind of story do you want your profile to show?

With your previous answer in mind, how then should your profile and background photo look like?

What tone and writing style best suits the presence you wish to show on LinkedIn?

The elements of a strong LinkedIn profile

Your profile is what people will see first, making it one of the most important features of using LinkedIn. To get the most out of the website's customisation options, here are some tips to strengthen your LinkedIn profile.

Add a professional photo

A LinkedIn profile with a profile photo gets 14 times more views than those without one. So, make sure to use a photo that is clear, professional and appropriate.

Putting a compelling background photo

A good background photo is tailored to you. This can be related to your job type, industry or your set of skills. If not, a neutral background such as a cityscape also works.

Here are some resources to help you get started:

- [Canva templates for LinkedIn backgrounds](#)
- [25 Inspiring LinkedIn background photos by Resume Pilot](#)
- [21 Free LinkedIn Background Photos for Personal Profiles by Stefan Wilkerson](#)

Write an attention-grabbing headline

Your headline is a quick introduction of you. Here, you can use a phrase, a motto, how you add value, your industry specialisation or even your career target. For sets of words, using | or • can help separate and keep them organised.

What are things you'd like to include in your headline?

Draft your LinkedIn profile headline here.

Draft a compelling “About” story

Your “About” section is your elevator pitch to anyone who views your profile. It gives a snapshot of who you are as a professional, your skills and your expertise, telling them what they need to know about you at a glance. Content in the About section are also used by recruiters and hiring managers in searching candidates.

To help you get started in building your “About” section, here is a quick guide:

- 1 As an introduction, first write 1-2 sentences about who you are.
 - This can include an introduction to you and your current role.

- 2 Then, have about 3-5 sentences about your experience
 - This can include top skills, your key passions and expertise.
 - There’s no need to include all your career achievements since LinkedIn also has a dedicated Experience section. Instead, choose your top accomplishments (which can come from any time in your career).

- 3 Conclude your “About” section with 1-2 sentences
 - This part may talk about your goals, aspirations or what you plan to do next career-wise.

Draft your LinkedIn profile headline here.

KEY TIPS

- The Career Profile in your resume has about the same details you’d find in a good “About” story. Take a look at the details in your Career Profile and see what you can tailor into it.
- A summary of at least 40 words is more likely to turn up in LinkedIn searches. Increase your chances of being seen by reflecting keywords relevant to your role and the industries and jobs you are targeting to enter.

Detail your past work experience

This section is a brief overview of roles you've held in the past. With a detailed Experience section, others can understand the scope of your experience as a professional.

Profiles with their work experiences detailed usually get 12x more engagement than those without. Maximise your experience section by explaining the focus of your roles, general responsibilities, number of direct reports, quick overview of major projects and initiatives as well as their results.

KEY TIP

The Experience section also lets you include attachments such as photos, videos, documents, links to external websites and other media. This is a great way to visually show examples of your work, giving you flexibility in how you tell your professional experience.

Just remember to be mindful of intellectual property and data privacy concerns.

Add skills and get endorsed for them

LinkedIn also features a Skills section. Here, you can detail the breadth of all your skills ranging from technical, industry knowledge to soft skills such as coaching and communication.

- 1 Think about the industry or role you're targeting. What keywords are relevant and could be used in writing out your Skills section?
- 2 A good list of Skills features a mix of high level and niche skills across your technical and interpersonal capabilities.
- 3 Are there skills that better highlight your abilities? You can order these appropriately by clicking on the ... button in the Skills section.
- 4 You can also get endorsements from your connections for these skills. These endorsements are not vital, but they add value by giving weight and credibility to your skills. This can be managed by going to the Skills section, clicking on the ... button and choosing 'Endorsement settings'.

Include your education

Detailing this section gives your profile a clearer picture of you as a professional. It is a core profile element that lists your formal credentials gained from educational institutions.

For this section, you may include education relevant to your target role or your highest level of educational attainments.



Other inclusions

Recommended:

- 1 **Featured:** Feature your best articles, posts, documents, photos, websites, videos, or presentations.
- 2 **Licenses and certifications:** The name and issuing organisation of are required. Other fields available are: issue dates, expiration dates, the credential's ID or the credential's URL.
- 3 **Projects:** Able to add project name and description.
- 4 **Courses:** The course name is a required field. Other fields include course numbers and the ability to link the course with any of your Roles or your Education records.
- 5 **Recommendations:** A LinkedIn recommendation is an optional written referral from one of your 1st-degree connections. If they write one, you'll be notified and can choose to accept it for your profile or request a revision.

Additional:

- 1 **Volunteer experience:** This is a great way to round out your professional identity and uniquely tell your story. Make sure you add your volunteer experience and give a quick 1-2 sentence description of what you do for that specific organization.
- 2 **Publications:** Title (required), publication/publisher, publication date, author, URL to publication and a short description of your publication.
- 3 **Patents:** Title and patent number (required) and status details
- 4 **Honours and awards:** Have you received an industry honour or won an award? These types of things are great to feature. You can also add media like images, documents, sites and presentations to go with this.
- 5 **Test Scores:** Aside from the title of the test being required, you also have the ability to link the test with any of your Roles or your Education records.
- 6 **Languages:** You can also include language skills and your proficiency level.

- 7 **Organisations:** This section highlights your role or membership in a professional organisation. It's similar to Volunteer Experience but focused on positions that connect directly to your career, such as an accountant serving on a sub-committee of a professional accounting body.
- 8 **Causes:** This is where you can indicate your support for various causes – there is a defined list to choose from.

Other LinkedIn features

Creating a custom LinkedIn URL

A custom LinkedIn URL not only promotes your public profile, but also helps others easily search and identify you in LinkedIn and in search engine sites. Moreover, a custom URL makes it easier to include in your resume and share with other professionals and referees.

A simple yet professional custom URL may be your name, titles, organisation or a combination of all three. Here are some examples:

linkedin.com/in/**john-doe**

linkedin.com/in/**johndoe-careercoach**

linkedin.com/in/**johnandrewdoe**

linkedin.com/in/**john-doe-companyname**

Here are steps on how you can [change your LinkedIn URL](#).

Setting up Jobseeking Preferences

Since LinkedIn is also used by organisations to advertise job openings, setting up your Jobseeking Preferences can help tailor the job ads you see. This can help narrow down job ads shown to you by location and interests, and also notify your connections and recruiters that you are open to opportunities.

Get started with customising your Jobseeking Preference through [this helpful guide](#).

Choosing between Free or Premium versions

LinkedIn offers a Paid Premium version. The most relevant mode for jobseekers called “Career” is priced somewhere between \$40.00 to \$50.00 a month.

However, it should be noted that there is no ‘better’ version. It depends on what you plan to do with LinkedIn. We suggest having a complete and up-to-date profile and become familiar with the website first, then trying out the free 1-month trial so you can test out the features and be familiar with what it can do for your job search.