

## Create a Professional LinkedIn Profile

### 1. Start an account [Click to view the step-by-step video](#)

- Full name that you want to go by professionally
- Location
- Industry that you aim to work in
- Hide update notifications:  
*Settings & Privacy → Visibility → Visibility of your LinkedIn Activity → Share profile updates with your network → Off*

### 2. Profile Images

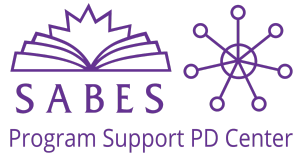
#### A professional profile photo “headshot” and banner

- Add a recent photo of your face (selfie is OK!)
  - Looking at the camera straight on (not from below)
  - Relatively close-up
  - Well-lit
  - In-focus, not blurry
  - Plain background (color is OK!)
- [Add a pre-created banner from LinkedIn](#)

### 3. Experience and Skills [Click to view the step-by-step video](#)

- Job titles** (part-time and full-time), Internships, Volunteer, Freelance
- Skills** associated with each role
- Descriptions** that:
  - includes 2-4 bullet points
  - uses **action** verbs  
*analyze, increase/decrease, facilitate, build, advise, author, deliver, communicate, build, diagnose*
  - Includes **data and numbers**
  - includes transferable skills e.g. *time management, critical thinking*

**Example:** *Communicate* effectively by email with **over 300 clients a day**



## Create a Professional LinkedIn Profile

### 4. Introduction Section

a. [Industry, Education, Location, Contact Info](#)

b. **Open to...** work, hire, or provide services/freelance?

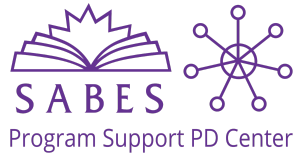
c. **Update Your [Headline](#)**

*For what do you want to be noticed?*

- Specific Job title (or target job title)
- Key skill or expertise
- Passion, results, achievement or value

### 5. Proofread/Edit Profile

- Correct spelling
- No typos
- No abbreviations or acronyms
- Good formatting
- [Preview your profile](#) (see how others see it)



## Create a Professional LinkedIn Profile

### 6. Next Steps

- Connect with people you know
- Fill out every section of your profile
  - "A complete LinkedIn profile receives 30% more weekly views."*
  - Add **Education** section
  - Add **Certifications** section
  - [Add \*\*About\*\* section](#)
- [Customize your banner](#)
- [Personalize your privacy settings](#)
- Add Media (screenshots, photos, testimonials or links to your work)
- Find and customize your LinkedIn .url
- Connect with people who have careers you're interested in
- Connect with people who work at places you're interested in
- Get and offer skills **recommendations** from your network
- Join professional community groups
- Check out [LinkedIn Learning](#) for additional certification options (try a free month and cancel after that)

### Resources

**LinkedIn for beginners:** [Cindy Makita-Dodd](#)

**Blur your photo background:** [Magic Studio](#)

**Profile optimization:** [HubSpot Marketing video tutorial](#) and [guidebook](#)

### AI Tips

#### Headline generator

[LinkedIn Summary Generator](#)

[Writerbuddy](#)

[Mention](#)