

Linked 

Rock Your Profile Ten Simple Steps



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Associate, Member & Customer Experience

Rock Your Profile Ambassador

Global Explorer & Ice Cream Connoisseur

Why you need to optimize *both*

A LinkedIn profile and a resume serve different purposes.

LinkedIn profile

- Think of your LinkedIn profile as a representation of your **professional personality**.
- Your LinkedIn profile should read like a **'narrative'** about your professional persona, in which the reader will gain deeper insights in you as they continue to read your profile.
- Your audience is *anyone* who would be interested in learning about you.
- Your LinkedIn profile can serve as a supplement, but not a replacement, for a resume.

Resume

- Think of your resume as the **initial marketing material to attract a hiring manager**.
- Your resume provides the **'top hits'** of your professional background that *quickly* illustrate the value proposition you have provided in past professional experiences.
- Your audience is *a hiring manager* who would be interested in filling a specific job.
- Your resume will serve as an *input* to your LinkedIn profile.

Recapping the Ten Steps

By optimizing your LinkedIn profile with these 10 steps, you will have a profile that will be more compelling and will be a notch above most LinkedIn members—which makes you more competitive!

1. Add a high-resolution photo that is just you
2. Compliment with a background photo that says something more about you
3. Add your industry and location
4. Add a compelling headline that adds character and humanizes you
5. Draft an engaging summary that provides a brief narrative about your accomplishments and aspirations
6. Detail your work experience in a narrative format (you can start with your resume, but add more color!)
7. Add volunteer experience to round out your work experience
8. Add examples of your work by uploading videos, photos, presentations, websites, etc.
9. Add your key skills and get endorsements for these skills from your connections
10. Request a recommendation (or at least 3!) that add credibility to your background

Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you



Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact

Post with a purpose and always remember...



Content matters

Share with intent, align into your goals



Share consistently

Build a habit of sharing content & tie into your routine



Start a conversation

Be specific, ask a question, get help, or identify an opportunity



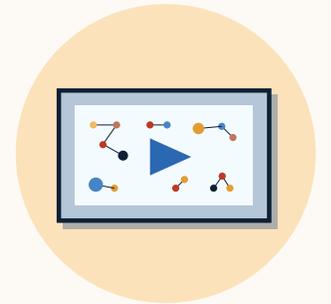
@Mention to invite others

Tag in the right people, and boost visibility beyond your network



Use relevant hashtags

Increase discoverability, use hashtags such as #opentowork or #workingremotely



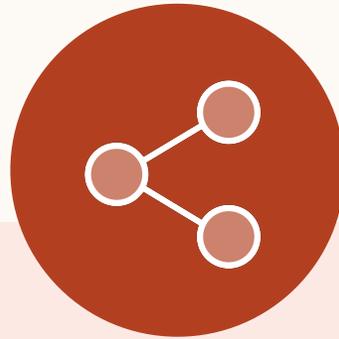
Include rich media

Include a photo or video to draw people in and create engagement

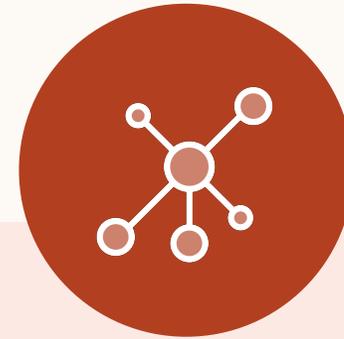
Publishing on LinkedIn



Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online

Want a deeper dive? Take the Rock Your Profile course.

The screenshot displays the LinkedIn Learning interface for the course "Rock Your LinkedIn Profile". On the left is a dark sidebar with a "Contents" menu. The main area shows a video player with a woman speaking, and below it are navigation tabs for "Overview", "Q&A", "Notebook", and "Transcript". The instructor's name and title are listed, along with related course options like "Learning Groups" and "Certificates".

Contents

- Introduction
- ✓ Connect to opportunity with LinkedIn (1m 11s)
- What to know before getting started (37s)
- 1. Your Profile, Your Story**
- ✓ See your profile as your story (2m 11s)
- ✓ Getting Started: Profile quick tips (3m 41s)
- 2. Profile Photo, Headline, and Industry**
- ✓ Use your profile to build your brand (2m 43s)
- ✓ Create a photo that represents you (3m 2s)
- ✓ Craft a standout headline (4m 58s)
- ✓ Keep your industry and location current (3m 39s)

Rock Your LinkedIn Profile
Connect to opportunity with LinkedIn

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0:01 / 1:11

Overview Q&A Notebook Transcript

INSTRUCTOR

Lauren Jolda
LinkedIn Program Manager and Rock Your Profile Program Leader

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<https://www.linkedin.com/learning/rock-your-linkedin-profile/>