LinkedIn basics

LinkedIn is one of the most effective places to create and manage your online brand. There’s no better forum for presenting a summary of your background and building your professional network.

What can you do on LinkedIn?

✔️ TELL YOUR STORY
✔️ CONNECT TO OTHERS
✔️ RESEARCH INFORMATION

Your LinkedIn profile is not a resume.

While both the resume and your LinkedIn profile share your experience, skills, and accomplishments, they have different functions and different conventions. Your LinkedIn profile allows you unique opportunities to showcase your brand and to be active in the world’s largest professional social networking platform.

Photo
Choose a clear, friendly and appropriately professional image.

Headline
Your headline doesn’t have to be your name, job title and company. You can use that space to succinctly (5–6 words max) showcase your value proposition and goals.

Summary
This is your opportunity to share who you are, what motivates you, what you’re skilled at, and what your goals are.
Experience
Your LinkedIn work experience section doesn't need to be as detailed as your resume. It should instead be a summary that highlights your main achievements. Paragraph form is acceptable because you won't be including a ton of information.

Upload Work Samples
In each section of your work history you can add presentations you’ve authored, videos you’ve helped create, web pages you’ve written, campaigns you’ve designed and more.

Education
Starting with college, list all the educational experiences you’ve had. Don’t forget summer or study abroad programs!

Skills & Endorsements
Add skills you’re most proud of to highlight them and give your connections an opportunity to “endorse” you.

Courses
Include courses that helped you gain industry experience or unique skills.

Recommendations
Give your profile a credibility boost by asking managers, professors, or classmates to write a recommendation for you.