

# LINKEDIN PROFILE

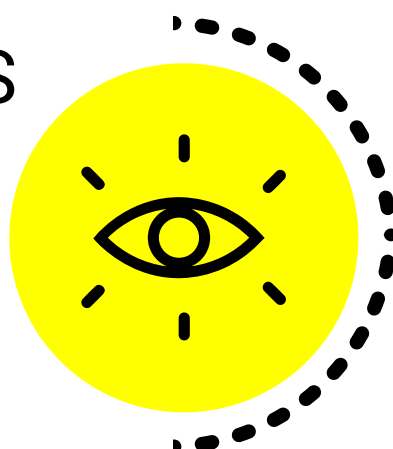
## TIPS & TRICKS

Don't forget  
to customize  
your LinkedIn  
URL!

# 1

## PROFILE + BANNER IMAGES

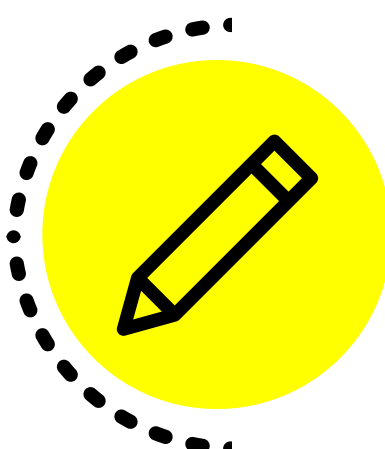
What does your profile photo say about you? Are you putting your best face forward? Is it blurry, unprofessional, cropped from a group photo or more than five years old? Here are [10 Tips for Taking a Professional LinkedIn Profile Photo](#) and these Canva LinkedIn [banner templates](#) for your cover photo.



# 2

## HEADLINE + ABOUT

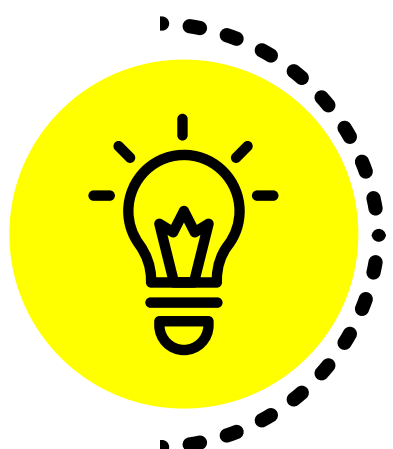
What are the 3-5 words you want associated with your personal/professional brand? Keep it simple and straightforward and divide keywords with | pipe punctuation marks. Here are [15 LinkedIn Summary Examples You Need to Read](#) as you update your About section.



# 3

## EXPERIENCE

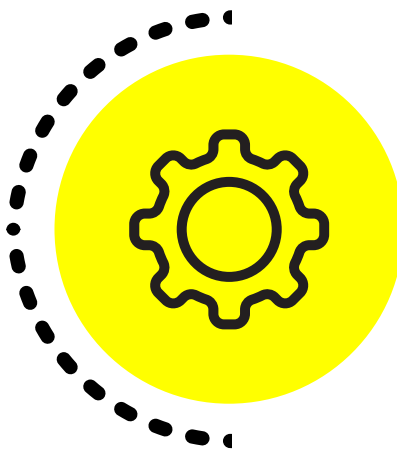
Review your current and past positions to ensure proper capitalization and spelling of job titles and that you are using the official avatar for companies. Add links to company websites and any relevant media or projects you have worked on when possible to reinforce your skills and contributions.



# 4

## EDUCATION

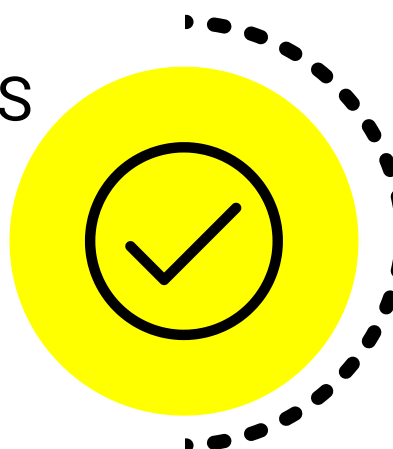
Update with your most recent qualifications including relevant certifications where appropriate. Remove GPA if you have more than 2-3 years of experience. You may choose to remove graduation year if you have completed the program to avoid potential age bias.



# 5

## RECOMMENDATIONS

When is the last time you gave or received a recommendation? Think about who in your network can vouch for your skills and abilities and consider who you would also like to recommend. Here is [How to Ask for a LinkedIn Recommendation That Works for You](#).



# LINKEDIN PROFILE

## CHECKLIST

Below is a checklist to do a self-assessment of your LinkedIn profile to make sure you're putting your best professional foot forward.

### GENERAL OVERVIEW

- ☐ My LinkedIn URL is customized (e.g., [www.linkedin.com/in/FirstNameLastName](https://www.linkedin.com/in/FirstNameLastName)).
- ☐ I've reviewed my profile for any typos or grammatical errors and consistent capitalization.
- ☐ I've checked the overall presentation, clarity, and cohesiveness of my LinkedIn profile.
- ☐ I've included all relevant professional experiences, including volunteer and freelance projects.
- ☐ I've added relevant media, such as presentations, articles, or projects, to showcase my work.
- ☐ I've joined relevant LinkedIn groups or communities related to my industry or interests.

### PROFILE + BANNER IMAGES

- ☐ I have a professional and clear profile photo.
- ☐ My background image is relevant to my professional brand or industry.

### HEADLINE + ABOUT

- ☐ My headline is concise, engaging, and showcases my professional identity.
- ☐ My 'About' section provides an overview of my skills, experiences, and career aspirations.

### EXPERIENCE

- ☐ I have detailed and up-to-date information for all of my work experiences.
- ☐ Each work experience entry includes specific roles, responsibilities, and achievements.
- ☐ I use action verbs and quantify my accomplishments where possible.
- ☐ I use the official logo/avatar for companies when possible.

### EDUCATION

- ☐ I have included my educational background, including degrees and institutions.
- ☐ I've added any relevant coursework, honors, or awards.
- ☐ I've confirmed the spelling of my degree is correct and I don't have duplicate entries.

### RECOMMENDATIONS

- ☐ I have received and given thoughtful recommendations from and to colleagues and connections.

