**LinkedIn Profile Template**

The first step is to log into your LinkedIn account.

If you do not have an existing LinkedIn profile to edit, you can set one up very easily using your email address via this link:

<https://www.linkedin.com/start/join?trk=uno-reg-guest-home-join>

Once you have signed into your account or set up a new account, you need to click on the **PROFILE** button at the top right of the page to edit your profile

Update your LinkedIn profile, starting at the top of the page and working your way down.

**HEADLINE AND PROFILE SUMMARY**

**FIRST NAME AND SURNAME**

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**YOUR PROFESSIONAL HEADLINE**

(Your Professional Headline is a brief introduction to who you are which appears directly below your name when you log into LinkedIn. There is a limit of 120 characters)

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**LOCATION / COUNTRY**

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**SUMMARY**

(The Summary is your sales pitch on LinkedIn. It allows you to highlight your relevant experiences, achievements, skills, and passions. It is a great space for talking about your goals and providing links to relevant projects / content, etc. It has a 2000 character limit)

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**CONTACT INFORMATION**

It is important that you provide contact details for potential contacts to get in touch with you, especially if you are actively seeking employment. I recommend using your email address and mobile number (as used on your CV)

**WORK EXPERIENCE**

Start from your current / most recent role and work your way back

**COMPANY NAME**

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**JOB TITLE**

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**LOCATION**

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**TIME PERIOD (START DATE – END DATE)**

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**DESCRIPTION**

(This is where you can talk about your day to day responsibilities and major achievements. There is a minimum character limit of 200 and a maximum limit of 1000 characters)

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Once you’ve filled out this information, click the blue **SAVE** button. Then click the blue **+ ADD POSITION** button to add your next job. Repeat these steps for all the following positions.

**EDUCATION**

Enter the most recent educational experience, and work backwards.

**SCHOOL**

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**DATES ATTENDED (END YEAR ONLY)**

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**DEGREE**

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**FIELD OF STUDY**

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**GRADE**

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Once you’ve filled out the information, click the blue **SAVE** button. Then click the **ADD EDUCATION** button to add your next course.

**CERTIFICATIONS**

Certifications are a great way to showcase your achievements on your LinkedIn profile. If you’ve never added a certification, you’ll first want to add a Certifications section. Under your profile summary at the top, you’ll see two sections that you can add to your profile. If you don’t see **Add Certifications** here click **View More** to see a full list of sections you can add and then add the information.

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**SKILLS AND EXPERTISE**

This section helps other professionals and recruiters discover the expertise you have. Your LinkedIn connections will also have an opportunity to endorse or recommend you based on these skills. Skills are particularly important to include because they are also keywords within your industry that will stand out to hiring managers and increase your chances of getting through automated filters (ATS System).

You can:

1. [You](https://help.linkedin.com/app/answers/global/id/4976) can add individual skills to the **Skills & Endorsements** section of your profile from the [**Edit Profile**](https://www.linkedin.com/profile/edit) page.
2. Add up to a maximum of 50 skills.

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**RECOMMENDATIONS AND TIPS**

In addition to the information I listed above, there are a number of changes and additions you can make to optimise your LinkedIn profile and improve your personal brand.

**INCLUDE AN APPROPRIATE HEAD SHOT**

Studies have shown your LinkedIn profile is 40 percent more likely to get clicked on when you include a profile picture. However, it is important to choose the right photo, which means opting for a standard head shot of you that supports your personal brand and portrays you as professional and friendly.

Avoid using an awkward selfie or a cropped image where half of your face is cut out and select a photo that’s 400 x 400 pixels or larger. If either width or height exceeds 20,000 pixels, your photo will not upload.

**TALK ABOUT YOUR ADDITIONAL TALENTS**

If you speak multiple languages, volunteer in your spare time or participate in relevant professional associations, then you can add this information to the appropriate sections of your LinkedIn profile to really make you stand out against your competitors.

**ADD PORTFOLIO LINKS TO YOUR PROFILE**

On LinkedIn, you can provide samples of your work by adding links and uploading presentations, videos, and images to projects you have worked on that demonstrate your expertise and skills. This is a great way of showcasing exactly what you can do.

**REQUEST RECOMMENDATIONS AND ENDORSEMENTS**

This is particularly important if you are actively looking for a job. Hiring managers, recruiters, and HR professionals are on the lookout for evidence of your talents, so LinkedIn recommendations are a perfect opportunity to share reviews.

**JOIN LINKEDIN GROUPS**

Join and actively participate in LinkedIn groups that are specific to your industry and field.