LinkedIn Guidelines
Elements of an Impressive Profile

Photograph
Your photograph on LinkedIn should be a professional image of yourself. There should not be a distracting background or other people in the image. You can also choose to add a header photo.

Heading
This provides a glimpse of your qualifications and professional goals, and this can be seen by anyone whether or not they are connected with you. A good header can help expand your visibility and increase your network. By default, LinkedIn populates the header with your current position, but it can also use keywords or a phrase.

Summary
Resembling a cover letter, your summary should highlight your interests, qualifications, and goals as well as mention what you are currently looking for, whether it is connections or a new position. It should not be too long, and it should be short blocks of text or bullet points.

Experience
LinkedIn isn’t limited to a single page, so unlike your résumé, you can add all your previous work experience. Each position should be accompanied by either a short paragraph or bullets describing what you did and how you may be able to help a future employer.

Education
Add information about all institutions you have attended, including study abroad. For each entry, include the dates attended, majors and minors, campus activities, and GPA, if it’s strong.
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Recommendations

"Nathan is truly an amazing person. He is always willing to go the extra mile. He is responsible, trustworthy, and dependable. He always strives to do his best..."

Herbert M. Wright
Financial Advisor, Tremaine & Wright LLC
Herbert and Nathan were students together

Achievements

15 COURSES
Business Intelligence
383

Recommended Skills & Endorsements

Leadership | 4
- Endorsed by Herbert M. Wright (mutual connection)
- Endorsed by 3 of Nathan’s colleagues at Alpha Kappa Psi

Event Planning | 13
- Endorsed by Frederick R. Leach who is highly skilled at this
- Endorsed by Morris M. Rachmil (mutual connection)

Community Outreach | 3
- Endorsed by Morris M. Rachmil (mutual connection)

Skills & Endorsements
LinkedIn allows you to add several skills you believe to be your strengths, and your connections can then endorse you for those. Similar to a recommendation, endorsements can improve your profile and demonstrate to others that you are qualified.