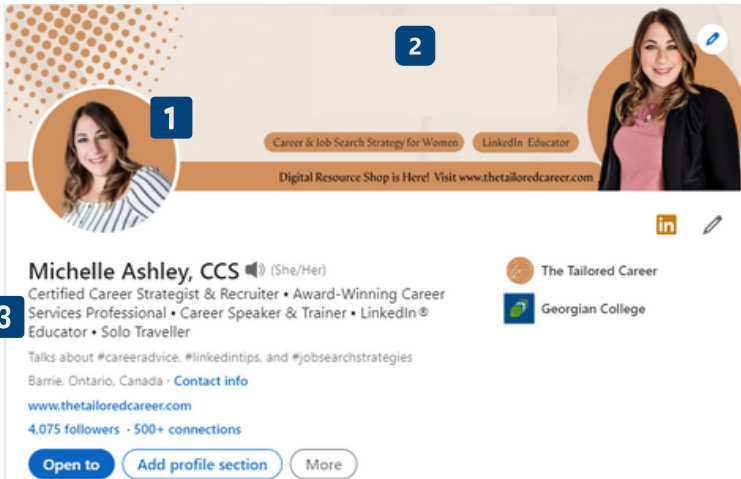


LinkedIn Profile Development 101



COMPONENTS OF A LINKEDIN PROFILE



1. Photo: A name can be hard to remember but a face is hard to forget!

If you don't have a picture, people will likely NOT look at your profile. Choose a fairly recent photo where you are looking professional and approachable.

Do not use cropped group photos.

2. Banner: Think of a banner as your personal billboard. Get creative! You can use images related to your industry, highlight your e-portfolio and/or specialties, etc. You can create a custom banner for free on canva.com

3. Headline: This is the text below your name used to grab peoples attention to entice them to click on your profile. Think of it as a headline for an article.

You have a 220 character limit so go beyond the generic "XYZ Student at Lakehead" .

Headline Formula:

**Job Title/Program + Unique Value
Add + Industry Keyword(s) or
Targeted Industry**

Example:

**Mechanical Engineering Student
at Lakehead | VP of Women in
Science & Engineering Club |
Automotive Manufacturing**

COMPONENTS OF A LINKEDIN PROFILE

4 **About**
BellyDanceCore.com — I thrive on helping women find their confidence and strength within themselves, whether in a workout or in life.
As an expert fitness instructor for 20 years, I have the pleasure of helping thousands of ...see more

5 **Featured**

Link Belly Dance Core Website BDC Website Belly.Dance.Core.	Link Class Schedule Classes Belly.Dance.Core.	Link Upcoming Retreats The Goddess Retreat™ Belly.Dance.Core.
--	--	--

6 **Experience**

Founder | Career Strategist
The Tailored Career - Self-employed
Jun 2020 - Present - 2 yrs 9 mos
Midland, Ontario, Canada
I help professionals uncover and communicate their personal brand to attract their ideal employer
Skills: Career Development Coaching · Resume Writing · LinkedIn Training · Job Search Strategies · Interview Preparation · Career Education

Career Services and Co-op Officer
Lakehead University · Contract Part-time
Jan 2023 - Present · 2 mos
Orillia, Ontario, Canada · On-site
helped me get this job

7 **Education**

Lakehead University
Master's degree, Social Justice
2020 - 2022

Lakehead University
Honours Bachelor of Arts - BA, Criminology
May 2017 - Apr 2020

Lakehead University
Bachelor of Arts - BA, Political Science
2017 - 2020
Grade: First Class Standing

4. About:

You have grabbed their attention, now tell them more! Use this section to tell people about who you are and who you help. Think of it as a potential employer asking you, "Tell me about yourself". Unlike your resume you should write in the first person. The tone of your writing can be a slightly more casual as well.

5. Featured Section:

You can include links, pdfs and documents that you may want employers to see. A resume is not advised however a link to your e-portfolio or examples of your work would be great.

6. Experience:

Include a a brief description of the company to provide context to the reader and highlight your accomplishments for each job. You can also add media like website links, documents, and pdfs.

7. Education: All formal education - you could also include the list of courses you have taken and any special accomplishments.

COMPONENTS OF A LINKEDIN PROFILE

8

Skills & Endorsements

Add a new skill 

Take skill quiz

Personal Branding · 5

 Endorsed by 2 of Michelle's colleagues at Georgian College

Coaching · 10

 Endorsed by 2 of Michelle's colleagues at Georgian College

Facilitation · 4

Sonya Watson (She/Her) and 3 connections have given endorsements for this skill

Show more 

9

Recommendations

Ask for a recommendation 

Received (4)

Given (3)



Alaina Hunter
Salon Owner ~ Hairstylist ~
March 28, 2019, Alaina was a client of Michelle's

Michelle was an amazing asset to me when applying for a teaching position at Georgian College! She helped me perfect my resume and cover letter, which in turn, with no doubt, got me an interview. She also coached and prepared me for my interview. I couldn't have done it without her!



Ashley Carrite
Co-operative Education Consultant at Georgian College
March 26, 2019, Michelle worked with Ashley in the same group

Michelle is an absolute pleasure to work with. During her contracts with our team, she was a key player for coordinating the logistics of events and facilitating workshops. She is an excellent facilitator, having the right interpersonal skills to speak to a large audience of diverse student learners. Michelle is praised for her abil... [See more](#)

Show more 

10

Interests



JCD Jobs & Career Development: C...
4,480 members



WIL - Connecting for Employment ...
699 members



Gretchen Rubin 
Bestselling writer about habits and happi...



Career Professionals of Canada
3,604 members



Georgian College-BAHR and HRM...
295 members



Statistics Canada
60,499 followers

See all

8. Skills & Endorsements:

List up to 50 skills relevant to your industry. Your connections can endorse you for these skills.

It's an at-a-glance view

for recruiters to see what you are qualified to do. Focus on including mostly industry-specific skills.

9. Recommendations:

Your LinkedIn connections can create a custom recommendation (testimonial) for you. This adds credibility to your profile.

10. Interests:

Displays influencers, news sources, companies and groups that you are following

Keywords are the "Key" to an Optimized Profile

EFFECTIVE LINKEDIN SEARCH ENGINE OPTIMIZATION (SEO)

Keywords are the "key" to a strong profile. LinkedIn is essentially a search engine for recruiters. Recruiters will search for candidates using keywords for a specific industry or role. Typically, recruiters enter in a job title and/or skill set plus a location.

Keywords will be used to create your headline and summary but could also be used in other sections to boost your visibility.

SOURCING KEYWORDS : PART 1

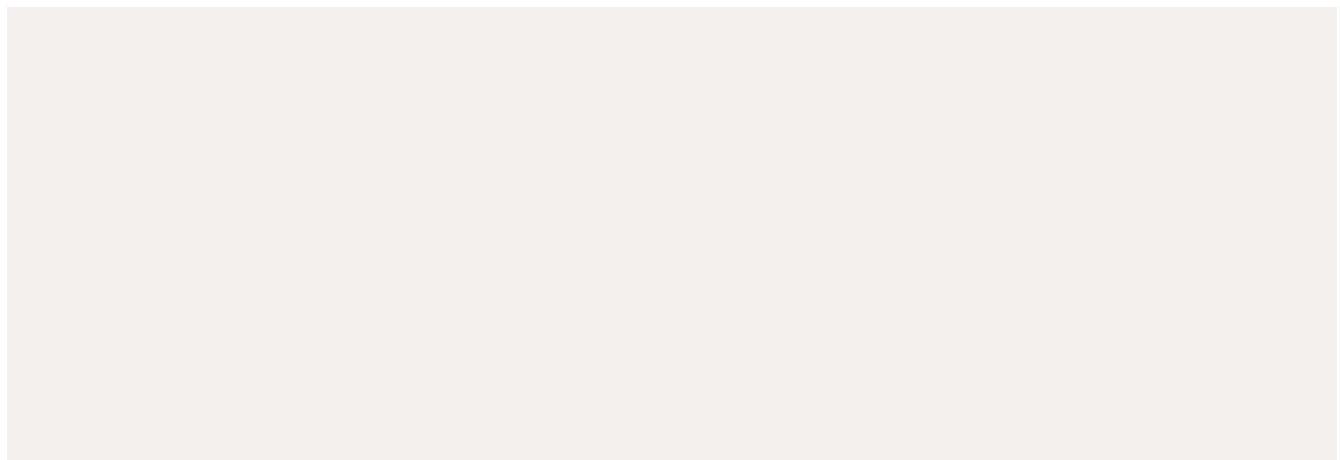
To find keywords for your profile, start by finding 3-8 job postings within your target position/industry.

Scan the postings to look for common industry-specific keywords.

Avoid generic keywords like "Detail-orientated" or "Excellent communicator" which can be used for any industry or role. Hone in on industry jargon.

Additionally, job titles are also keywords. Try including different variations of your job title in your profile.

MAKE A LIST OF YOUR KEYWORDS

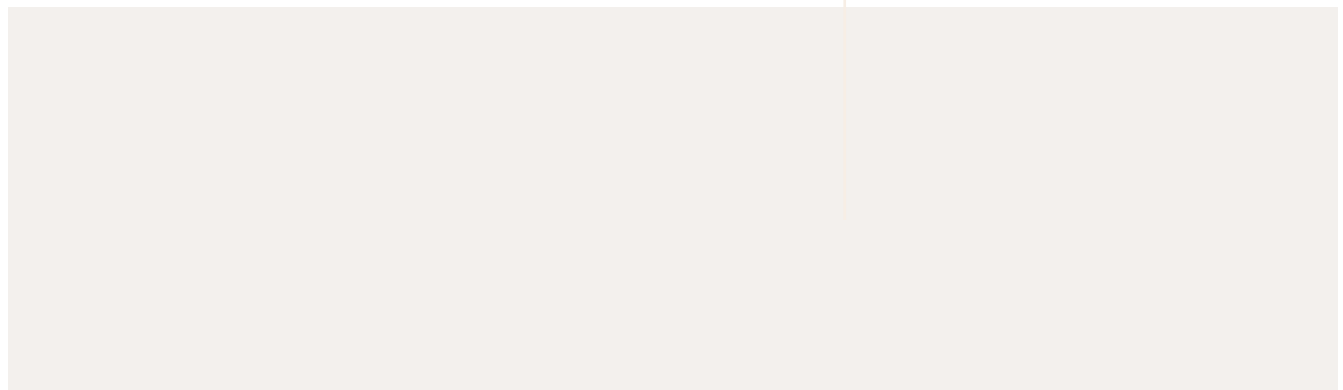


Keywords are the "Key" to an Optimized Profile

SOURCING KEYWORDS: PART 2

Getting inspiration: Go onto LinkedIn and search for people who are in jobs you are targeting. Make note of any reoccurring keywords coming up in profiles. A good spot to check is the "Skills + Endorsement" section at the bottom of their profile.

MAKE A LIST OF YOUR KEYWORDS



ADDITIONAL SECTIONS

There are many additional sections you can add to your profile to customize it to your taste, experience and industry. Examples of additional sections including; Licenses & Certifications, Volunteering, Organizations, Causes, and more.

NEED MORE SUPPORT?

You are also welcome to book a 1:1 appointment on MySuccess. Be sure to have your LinkedIn profile page updated to the best of your ability using the tips in this document.