



LinkedIn Profile Tips

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LINKEDIN & NETWORKING RESOURCE

Recruiters frequently use LinkedIn to find or screen job candidates. In Canada, 95% of recruiters who use social media for hiring choose LinkedIn. (Source: Canadian Association of Career Educators and Employers). Your LinkedIn profile can create a strong positive impression of you as a promising candidate. Here are five areas you'll want to focus on to make sure your LinkedIn profile is making an impact.

PHOTO OR IMAGE: You can increase your LinkedIn profile views by 21 times by uploading an image for the profile photo. Use a friendly and workplace-appropriate photo. You don't need to take a professional headshot; most phone cameras can take a decent photo, so you might ask a friend to help you take a photo. Alternatively, you may choose to not use a headshot and can instead include an image or personal logo that best represents your career goals.

GOAL-ORIENTED HEADLINE: Showcase key information about the direction you are hoping to move into in your career, for example: "Aspiring Consumer Marketer with a Passion for Strategy, Promotions & Campaign Management."

USE KEYWORDS: Think of what words someone would use to find a professional in your area of study or career and incorporate them within your profile where relevant. A quick way to find the relevant keywords is to gather job postings with similar job titles and highlight common requirements and skills. Finding and using industry keywords to tailor applications has more strategies on how you can do this.

STRONG SUMMARY: Introduce yourself with a story about your education, interpersonal skills and relevant experience, and how these have shaped and contributed to your career goals. If there are major achievements that you are proud of, you can share a couple of them in this section to demonstrate your skills. Your elevator pitch might provide a strong starting point to begin drafting your Summary.

INCLUDE VISUALS: Under "Summary", "Experience", and "Education", you can add presentation slides, documents, videos, and online links (i.e., e-portfolio site) to demonstrate your relevant experiences and skills in a visual format.

It can sometimes feel challenging to decide how you want to present yourself on LinkedIn. One helpful strategy is to view profiles of professionals in your field, and notice what aspects of their headline, photo, or summary leave an impact on you, and use that to guide you as you refine your profile.

It can be helpful to Google yourself in incognito mode and review the top results to ensure that they're positive and relevant to your career goals. If the Google search