



CONSTRUCTING A LINKEDIN RECOMMENDATION

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LINKEDIN & NETWORKING RESOURCE

WHAT IS A LINKEDIN RECOMMENDATION?

LinkedIn has a unique feature that allows you to write a recommendation for a connection such as an employee, employer, colleague or a student. This is an opportunity to recognize someone for their work. Your recommendation will appear on their profile and, as a recommender, your statement will also appear on your profile as a recommendation you have given.

In order to write a recommendation, visit the individual’s LinkedIn profile. Beside their introduction card, click ‘**More**’ and select ‘**Recommend.**’

CREATE YOUR LINKEDIN RECOMMENDATION

STEP 1: Get the Reader’s Attention

Begin with an introduction that makes your audience want to read more.

Example: It’s rare that you come across someone who works as hard as Usif.

STEP 2: Describe the Nature of your Relationship

Provide some detail on how you know the person, including your working relationship, what you worked on together and for how long.

Example: I had the pleasure of mentoring Ashari for several weeks as part of the Beyond COVID-19 Global Systems Gap Challenge, an initiative hosted by Humber College.



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STEP 3: Share a Standout Strength

Think about a few characteristics that you think this person does better than anyone else. Feel free to ask them about their career goals and speak to traits that are relevant to their area of interest.

Example: I was impressed by Andrea’s excellent critical thinking abilities and research skills. She effortlessly provided out-of-the-box insights that helped facilitate valuable group discussions.

STEP 4: Mention their Unique Personal Traits

Provide some insight into their personality and what it is like to work with this person.

Example: Keisha never failed to bring her positive attitude to our team meetings. I always appreciated her ability to treat everyone in the group with warmth and respect.

STEP 5: End with a Strong Recommendation

Drive your message home by providing a strong, yet simple one-line recommendation.

Example: As a team member or leader, Ying earns my highest recommendation.



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FINALIZE YOUR LINKEDIN RECOMMENDATION

Example:

Jaspreet is an innovative leader with an excellent ability to motivate others. I had the pleasure of mentoring her for several weeks as part of the Beyond COVID-19 Global Systems Gap Challenge, an initiative hosted by Humber College. Jaspreet’s analytical skills and ability to brainstorm original ideas was unlike any I’ve seen before. She was highly adaptable, encouraging and supportive of everyone in our group, making it a very enjoyable experience working with her. Any employer would be lucky to have Jaspreet on their team!