

 **Purpose Jobs**

LinkedIn Profile Guide



your how-to on all
things LinkedIn

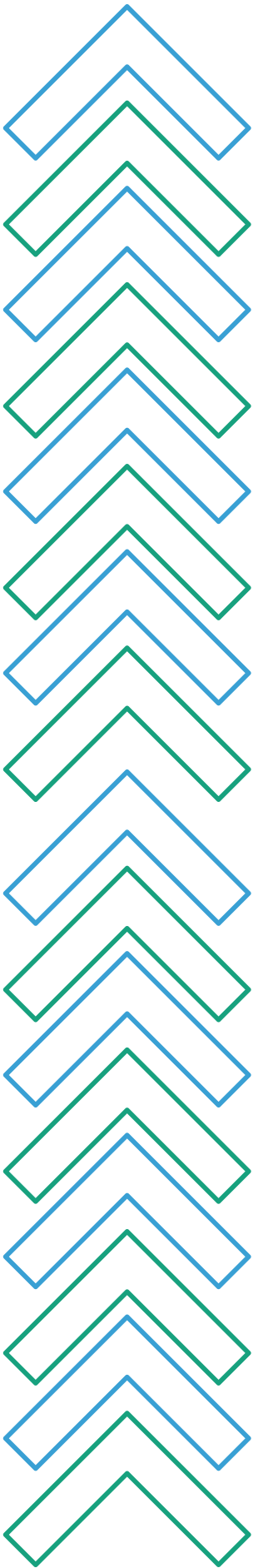


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the why

Why do I need a LinkedIn Profile? To provide an overview of your skills, qualifications, and experiences to inspire a hiring manager to schedule an interview and learn more.

Three people get hired via LinkedIn every minute.

On top of that, almost 90% of Recruiters spend their day sourcing candidates on LinkedIn — in order to optimize their time, they search for candidates using keywords. The more closely your profile showcases your skills and interests and includes buzzworthy keywords in your field, the more likely you are to be viewed by a recruiter hiring for your next opportunity.



intro

Let's take it from the top. The first section of your LinkedIn profile provides connections with quick hits about you. It's important to make these basic pieces of information easy to read, understand, and accurate.

profile picture



When determining which picture to use for your LinkedIn profile, think of how you want people at work to perceive you. Not everyone has the funds or access to get a professional photo taken and that's okay. Selfies/self-timed pictures are more common than you'd think, but make sure you have dressed appropriately, your face is neutral or smiling, and your background is neutral.

name

The name listed on your LinkedIn profile should be the name you utilize in a professional setting. If your full name is Samantha and you go by Sam at work, but you go by Bunny with your family, either Sam or Samantha should be on your profile. You should also include your last name. LinkedIn is a big place, after all.

- **Additional Name:** This is a great place to add a preferred name, your maiden name, or whatever name you most commonly use.
- **Name Pronunciation:** Such a great feature for anyone who may have a name that gets jumbled a lot. No longer are the days of having to correct someone immediately upon meeting them!

pronouns

LinkedIn introduced pronouns as part of the intro section in 2021 to make their platform more inclusive. You can learn more about gender pronouns and who they are visible to [here](#). Add your pronouns from this list:

she/her
he/him
they/them
custom

intro

headline

This is surprisingly a very important field in your profile intro. When Recruiters are searching LinkedIn for candidates to fill their positions, they search keywords to pull from profile sections, most importantly, the headline.

- **Keywords are buzzwords that pertain to your field. For example:**
 - Marketing: Content, Analytics, Branding, Copywriter
 - Software Engineering: SaaS, Java, Scrum
 - Executive Level: Leadership, Chief Technology Officer, Operations Director
- **You can also add your education and key skills to your headline if you decide to include your titles over your skills**
 - Utilize the "|" symbol to separate your keywords
 - Make sure to uncheck the box when you update your current position, otherwise, LinkedIn will automatically make your headline your new position.

location

The world of remote work has made the talent market a big pond to fish in, but Recruiters still look for locations when searching for candidates. You don't need to add your home address, but **adding your city and state can make you stand out** as someone more desirable if the hiring manager would love a candidate who can travel easily.

website

If you are a creative professional, or anyone with a portfolio of work, this is the best place to showcase it. **Add your portfolio** link so Recruiters can view your skills right then and there.

contact information

LinkedIn allows you to make your contact information (email address, phone number, address), but it is not a requirement. It could be valuable if you're actively job searching and want to be open to as much contact as possible, it could benefit you to have your email address available. Do what you're most comfortable with.

about

This section is an opportunity to give your network the elevator speech. Utilize the About section as a place to explain who you are, what your experience is, and what you're looking for. Explain what makes you unique and why you make a desirable connection for other LinkedIn users.

experience

When filling out the experience section, include more than just your job title, company name, and years of experience for each position you've had. This is where you can showcase your experience in snippets without going into as much detail as your resume would.

- List the job responsibilities you had in a way that not only shows your skills but also any results and accomplishments. **Avoid copying and pasting from your job description**, or listing daily tasks.
- **Results are key:** If you've been a Social Media Manager with a campaign that brought the highest amount of leads your company has ever seen, including that!
- **The older it is, the less detail:** As time goes on, your previous jobs should have less and less detail. That position you held 8 years ago should only have a couple of lines describing what you did. Focus more attention on your current and most recent jobs.
- **Resume vs. LinkedIn:** Your LinkedIn profile has the capability to house every job you've ever had, but when it comes to your resume, we need to be intentional. Your resume should only include the roles that are relevant to the job you're applying for. But remember, you should always keep a master Resume of all of your experience.
- If you've recently gone through a **Bootcamp** for a specific skill and graduated from the program, you can list that here.
- **Career Break:** For anyone who is choosing to take a break from their traditional career path, quitting their job to go back to school, or any other type of break from work, this is a great tool to let your network know and provide context.

Purpose Tip:
Include keywords
that are relevant
to each position

education

In today's world, a college degree is required even for some of the most entry-level positions. **Include your university, years of attendance, and even some of the classes you took.** Again, when recruiters are searching on LinkedIn for quality candidates, these words will pick up for them. (Any learning-based BootCamps should be listed here, too!)

licenses & certifications

If there are additional licenses or certifications needed for your job, list them here. That also goes for any you would like to gain personally as a way to boost your career.

skills

This section is designed to showcase your skills. Don't hold back! Add everything and anything (to the 50 skill limit set by the platform) that describes you as a professional. Remember, only list skills that you truly have.

- **Skill Hack #1:** Ask your connections to endorse you for the skills you've listed. If people can vouch for you, the better your chances are of getting noticed by Recruiters.
- **Skill Hack #2:** Look up the jobs you're qualified for and see if the skills they tagged match the ones you have. This can help provide a better idea of the language employers are using in your field.
- **Skill Hack #3:** LinkedIn also provides Skills Assessments to take that relate to skills you've listed. It's definitely not a requirement, but if you're an expert in something and want the extra nudge, it could be worth the five minutes it takes to complete.

what else...

Open To

If you're looking for a job, notify your network and recruiters by turning on the "open to finding a new job" feature. When you select this, you have the option to choose who sees it: your entire network, or only people using a LinkedIn Recruiter profile. If you're still working and searching for a new job, you may want to keep it just people with a LinkedIn Recruiter profile, but it's completely up to you.

Volunteering

If you're someone who volunteers often and is passionate about a cause or organization, list your volunteer efforts. Not only will it help you connect with other like-minded people, but it can also help you find other volunteer opportunities in your area of interest!

Courses

Not only should you include any LinkedIn Learning courses you complete, but this is also where any continuing education should live. If there's a new system you need for your job, add the course here and make sure the certification is in the Licenses & Certifications section.

Honors & Awards

If you've received any honors or awards in your time as a professional, list them here. It's a great opportunity to humble brag!

Languages: For those of you who are bilingual, this is a great place to add any additional languages you have beyond your native language.

LinkedIn community

Recommendations

LinkedIn allows people to virtually vouch for one another with their Recommendations feature. You can either write a recommendation for a connection or request one. These are great additions to any LinkedIn profile, as we tend to trust other people's opinions on someone, especially if they are positive.

Organizations

Are you a member of a national or local professional organization? Add them!

Follows

Are there companies, brands, or influencers you're interested in? Follow them to stay up to date with their activity, as well as interact with them.

Join Groups

LinkedIn has professional groups for every kind of professional. You can request to join a group you're interested in, make new connections, learn new things, and network!



LinkedIn Profile Checklist

- profile picture
- name
- pronouns
- headline
- location
- website
- contact information
- about
- experience
- education
- licenses & certifications
- skills
- additional profile sections
- get involved

Purpose Jobs

Purpose Jobs connects top talent with purpose-driven companies based on values, experience and culture contribution. Purpose is passionate about helping grow the emerging startup communities in the Midwest by connecting people with purposeful companies and careers.

