

10 TIPS FOR CREATING AN ALL STAR LINKEDIN PROFILE



Your professional online profile is integral to your career growth and networking. Highlighting your work and study efforts, how you give back to others, as well as expressing how these experiences differentiate you, give you the edge everyone is looking for.

1. Use a professional *profile* photo and customise your background image

Use a professional headshot (smiling) with a plain background.

Update the default background image with a graphic or design symbolic of you.

2. Use *keywords* in your *headline*

You have 120 characters to make a stand-out first impression.

Your headline is searchable in Google and it doesn't need to be your current role.

3. Present an interesting story in your *summary*

Describe what motivates you and elaborate on what you are skilled at.

You have 2000 characters to tell your unique story!

4. Customise your public *LinkedIn URL* and check your *contact details*

Use a variation of your name and profession, delete all of those odd numbers at the end of your default URL. Also include your email or mobile phone number in your contact details.

5. Complete the *experience* section

List your jobs and experience and state what you have achieved.

You don't need to include every job you have ever had. Use your discretion.

6. Seek out skill *endorsements* and request *recommendations*

Request endorsements from people you have worked with or volunteered for.

7. Complete your *education* and *courses* as well as *honours* and *awards*

List your formal education - you don't need to include the years. Use your discretion.

State any extra courses as this demonstrates breadth and depth of knowledge.

Include any recognition or awards you have received.

8. Include *volunteer* experience, featured *publications* and conference presentations

Volunteering is looked upon very favourably.

Include any published work and compelling projects you have been involved in or led.

9. Join relevant *groups* and *follow* relevant companies and influencers

Follow companies and join business groups that you are interested in or can learn from and engage with these groups.

10. Reach out to *grow* and *engage* with your *network*

Connect with people from your industry or an industry you want to be part of.

Contact us to kickstart your career

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