



Setting Up Your LinkedIn Profile - Advanced

Suggestions from the Making Waves Early Career
& Alumni Team

A decorative graphic at the bottom of the slide consisting of overlapping, wavy shapes in teal, yellow, and dark teal colors.

Recap

Setting Up Your LinkedIn Profile – The Basics

In “[Setting Up Your LinkedIn Profile – The Basics](#)” we went over...

- What LinkedIn is
- Why you should join LinkedIn
- Anatomy of a basic LinkedIn profile
- Tips for setting up...
 - Profile picture
 - Background picture
 - Headline
 - About section
 - Education section
 - Experience section
 - Skills section



Presentation Contents

This presentation provides information and tips on how to maximize your LinkedIn profile's potential. It serves as an additional resource once you've got your profile set up.

In this presentation you'll find...

- Why you might want to consider adding more to your LinkedIn
- Settings to be aware of
- Customize profile URL
- Tips for adding...
 - to your Education section
 - Projects
 - Courses
 - Recommendations
 - Skill Endorsements
 - Volunteer experience
 - Honors and awards
 - Languages
 - Interests



Adding More to Your LinkedIn *the "why"*

LinkedIn is more than a social media platform. It's a tool to not only leverage networking, but also a place...

- For hiring managers and potential employers to learn about you
- For you to curate and showcase your personal brand
- A space to catalyze your continued learning and growing and access to opportunities

The goal is to get your LinkedIn profile to a point where it can work *for you!* From there, there are tons of different ways you can leverage it throughout your career journey.



Settings to be Aware Of

Privacy Settings:

ALWAYS check privacy settings on new platforms you join to ensure it aligns with your preferences.

- Typically, you want to keep parts of your profile public so that you remain searchable, especially for hiring managers
- **Resource:** [The 11 LinkedIn Privacy Settings you NEED to Know and Manage](#)
- **Resource:** [Unlocking the Hidden Risk of Using LinkedIn "Open to Work" Option \(and alternatives\)](#)

ProTip: If you don't want people to be able to see that you viewed their profile, update your "Visibility" settings (Go to Settings > Visibility > Profile viewing options)



Settings to be Aware Of

Job Preferences & Career Interests

Updating your job preferences and career interests will create a more tailored LinkedIn experience, influencing the kinds of job recommended to you, and informs recruiters of your interests, as well as increases the chances of getting approached for roles align with your aspirations

- [Job recommended for you](#)
- [How to add interests on LinkedIn](#)






Customize LinkedIn Profile URL

Though keeping your assigned LinkedIn profile URL doesn't "hurt" you, claiming your customized URL could help you! It'll be easier to remember, easier to share, and usually easier for folks to identify your profile and connect with you.

- ❑ Follow directions described in this help [LinkedIn article](#)

NOTE: *It's recommended to use a variation of your name + numbers -- this is like what you'd choose for a professional email*

To create or edit your custom public profile URL:

- 1 Click the  Me icon at the top of your LinkedIn homepage.
- 2 Click View Profile.
- 3 On your profile page, click the  Edit icon next to Public profile & URL on the right pane.
- 4 Under Edit your custom URL on the right pane, click the  Edit icon next to your public profile URL.
- 5 Type or edit the last part of your new custom public profile URL in the text box.
- 6 Click Save.

NOTE: Some things to keep in mind...

- *Your custom URL can be 3-100 characters long and should not contain spaces, symbols, special characters, or the word "LinkedIn"*
- *You can change your custom public profile URL up to 5 times within 6 months + changing too often will make it more difficult for folks to find you on the platform*
- *The customizable part of the URL is case insensitive (e.g. BobSmith, bobsmith, and Bobsmith will all go to the same profile)*



(More) Education Section Tips

If you remember from the Setting Up Your LinkedIn Profile Basics, there are a few additional options that you can add to your education section, beyond where you went/go to school and what you studied.

- ❑ **Activities and societies** – this could include clubs, sports, any extracurriculars you were a part of
- ❑ **Description** – You can include any additional information or context to your education experience such as specific outcomes from your major, minors you completed, specialization, etc.
- ❑ **Skills** – Similar to the skills section on your profile, you can add affiliated skills gained to your educational experience
- ❑ **Media** – If you have any documents, images, sites, presentations you'd like to highlight you can do so here. This could be a project you completed for class, a final thesis presentation, etc.

Project Section Tips

LinkedIn can be a mechanism to showcase your past work. In the Projects section, you're able to share previous projects you lead or were a part of, which could provide a more encompassing picture of your experience. Projects are worth adding!

- ❑ Choose projects that showcase your skillset and learnings, especially those that aren't obvious from your resume or other areas of your LinkedIn profile

Key information to include when adding a project:

- ❑ Project name -- should be high level and concise
- ❑ Association -- If the project is associated with a role, include the associated role – this gives context
- ❑ URL -- If the project has a URL, it may be displayed within the project listing

TIP: *if there's a visual component, you can always upload it to Google Drive for a free shareable URL*

- ❑ Description – Provide an overview of the project scope and goal and use the STAR method to help you further build the description (it can be 2,000 characters max)

Ideas on what types of projects to include:

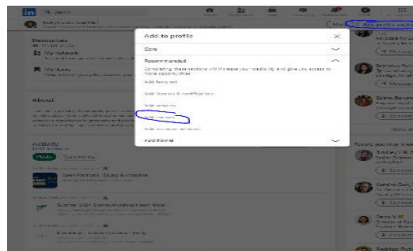
- *Project you're proud of from a class or major (e.g. senior project, thesis, etc.); bonus points if it aligns with your career goals and/or showcases your knowledge and transferable skills*
- *Project from an internship*
- *Passion project – a project you've worked on on your own out of a desire to learn, grown, express yourself, etc.*

Courses Section Tips

Similar to adding “relevant courses” on your resume’s education section, you can add them to your LinkedIn as well! This can indicate baseline knowledge in an academic setting that could provide folks with additional context regarding your qualifications and skills.

- ❑ Add courses you’ve taken – this can be at community college, university, one-off online course, certificate coursework, etc.
- ❑ Do not list basic coursework (like general education courses); focus on relevant courses to your desired industry/career

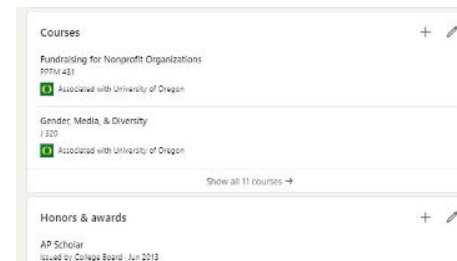
Tip: Add courses that showcase your knowledge that either confirm other areas of your profile/resume or may not be as obvious from looking at your profile/resume at first glance.



At the top of your screen, click "Add profile section" > Then scroll to "Recommended" and click on "Add courses"



Enter course name, number (if it was taken at a University), and what the course is associate with (there's a drop down menu of all your experiences and education listed on your profile)



Courses will show up on your profile like this, once added.



Fun fact: In 2022, the top 3 most listed LinkedIn Learning course on profiles were 1) “Goal Setting: objectives and Key Results”, 2) “Excel Essential Trainings”, and 3) “Interpersonal Communication”

Recommendation Section Tips

Your LinkedIn profile's recommendations are like a written review. They provide additional context about your work, and others experience working with you. They can be a powerful tool to showcase your qualifications beyond your resume. For more information, check out [this article](#), and [this LinkedIn help page](#).

- ❑ Ask for a LinkedIn recommendation from coworkers, manager/supervisor, peers that you've had a positive experience with who can speak to your work and skill set.
- ❑ [Best Practice] Write a recommendation for the person you've asked a recommendation from.

NOTE: Once a recommendation is requested and written, you'll have an opportunity to publish it to your profile or not.

Ideas on how to ask for a recommendation:

For a step-by-step video, click [here](#).

1. Acknowledge that they might be busy
2. Ask for the recommendation
3. Provide some context – key skills you're hoping they could highlight, a specific project worked on together, why you're hoping to get a recommendation from them specifically, etc.
4. Offer to provide a recommendation in return.
5. Show gratitude for their time and consideration

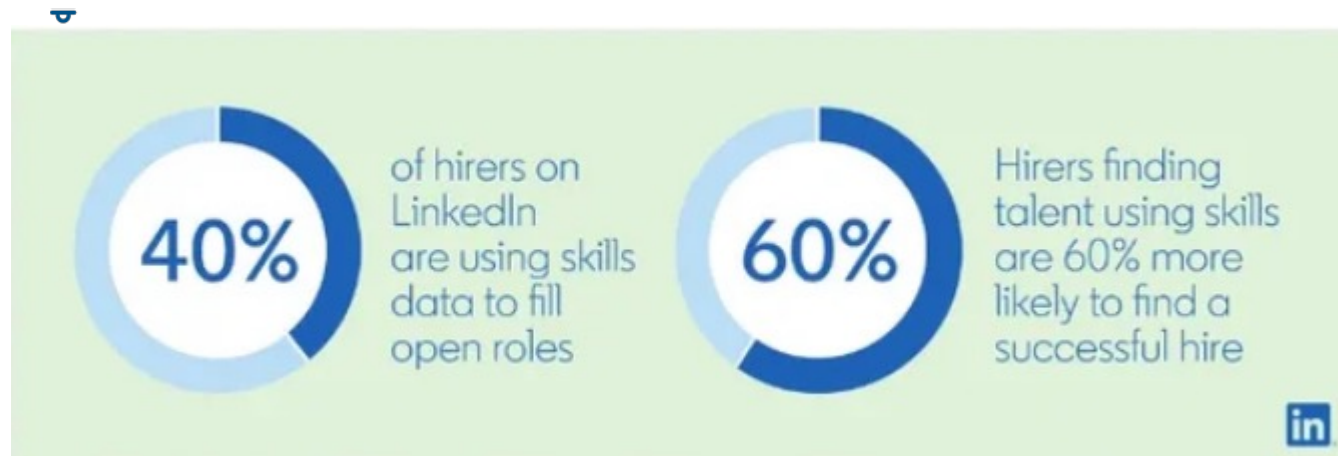
[Here's an article with examples.](#)

Skill Endorsement Tips

Endorsing someone's specific skills listed on their LinkedIn profile, or asking for someone to endorse your skills is a great way to showcase your abilities to others. Endorsements are like a virtual nod to your skillset or confirm they know you have those skills. Endorsing a skill is as easy as liking a picture. For more details on skill endorsement on LinkedIn, check out [this article!](#)

NOTE: People you're connected to on LinkedIn can only give you endorsements when the skill is listed on your profile – so step 1 is to add relevant skills to your profile.

- Make sure your “Endorsement settings” are “On”.
- Ask your manager, coworkers, and peers to endorse your skills
- [Best Practice] Return the favor and endorse their skills



Volunteer Experience Section Tips

Adding volunteer experience to your LinkedIn profile can have a variety of benefits regarding your professional brand, including providing insight into what you care about, types of outcomes you're excited to support, building a robust network, and providing additional context to your perspective and skillset. When in doubt, add it. Read [this resource](#) to learn more about how to present your volunteer experience professionally using LinkedIn.

- Add the Volunteer Experience section to your profile and update with your volunteer experience
- Format your volunteer work similar to how you would for paid/professional experience (this means including the organization, dates, skills utilized, etc.)

Having a hard time deciding what type of volunteer experience to include? Check out [this article](#) for pointers.

To add a "Volunteer" section to your profile, go to "Add profile section" in the top right corner of your profile > Click "Additional" > Click "Add volunteer experience".



Interests Tips Section

The interest section displays Top Voices, Companies, Schools, Newsletters, and Groups that you are following, subscribed to or joined. You can think of this as a collection of your interests that can play a part in your professional/personal plan. *For directions on how to add the interests section on your profile, check out [this resource](#).*

- ❑ Follow "Top Voices" - some suggested folks to start with are industry leaders (successful folks in your industry of interest), professionals you admire, leaders at companies you're interested in
- ❑ Follow Companies – stay in the know of companies leading the industry(ies) you're interested in, companies work for or are interviewing with, companies you want to work at
- ❑ Follow Schools – start with your school, follow schools that you might want to attend in the future
- ❑ Subscribe to Newsletters – there's TONS of newsletters on LinkedIn
- ❑ Join groups – this could be a group set up by a club you're a part of, an alumni chapter, etc.

Kaitlyn from the ECA team subscribes to: [The Insider](#), [In the Loop](#), [Harvard Business Review Management Tip of the Week](#), [Wall Street Journal Careers & Leadership](#), [Swoosh Stories](#) by Nike, [The Optimist](#) by Bill & Melinda Gates Foundation, [How to Strategize Your Life](#) by Harvard Business Review, [Insider Today](#) by Business Insider, [Get Hired](#), [The Nonprofit Leader](#), and [Learn This Next](#) from LinkedIn Learning.



Other sections to consider

Remember, your LinkedIn profile can communicate your personal brand. Consider adding these other sections to your profile as well:

Language – Indicate your language skills on your profile. Language skills can be an extremely valuable skill to have! When adding "Language" LinkedIn will ask for your proficiency level. For more information, check out this article, [How to Include Language Skills on Your LinkedIn Profile \(and Resume\)](#)

Feature – Include this if you are featured in an article, post, document, photos, website, videos or presentation. Consider this like a "highlight reel". [For more information, check out this Featured Section on Your Profile FAQ.](#)

Publications – Write your own articles via LinkedIn and showcase them here. LinkedIn articles can be indexed by Google and you can have an article of yours appear in other folks' search. It's a great way to increase your personal visibility on search. [To learn more, check out this article: Yes, You Should Be Adding Publications on LinkedIn. For specific directions on how to write and publish an article on LinkedIn, check this resource.](#)



Extra Support?

If you'd ever like extra support or someone to brainstorm with, don't hesitate to bring this up with your Coach and/or contact the Early Career & Alumni Team!

