



# Setting Up Your LinkedIn Profile – The Basics

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Suggestions from the Making Waves Early Career  
& Alumni Team

# Presentation Contents

This presentation includes tips and suggestions for setting up the basic parts of your LinkedIn profile. It serves as a foundation to help you get started.

In this presentation you'll find...

- 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



**Resource:** For step by step on how to update your LinkedIn profile, check out [this LinkedIn Learning resource](#).

# LinkedIn Overview

## *the "what"*

### What is LinkedIn?

"LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career." *(From [LinkedIn](#))*



# LinkedIn Overview

## *the "why"*

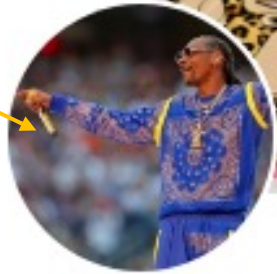
**Why join LinkedIn?** *(For more, click [here](#))*

- **Resume, portfolio, personal brand showcasing** – it's easy to create and maintain your LinkedIn profile for networking, professional opportunities and engagement purposes
- **Leverage for job/internship search** - *87% of recruiters find LinkedIn the most effective platform for vetting candidates ([Zippia](#)) + you can use it to research companies, industries, and professionals*
- **Network online** - *LinkedIn has over 1 billion users worldwide*
- **Professional development** – LinkedIn provides access to industry specific content – engaging with this content can help you stay informed in your industry of interest
- **Recommendations & Endorsements** – Colleagues, professors, supervisors, peers can write recommendations and endorse your skills on LinkedIn, adding credibility to your profile and potentially you as a candidate



# Anatomy of a Basic LinkedIn Profile

Profile Picture



Name

**Snoop Dogg** (He/Him) · 3rd

Headline (your position, tag line, industry specific key words)

CEO - Death Row Records | Founder - Snoopadelic Pictures | Founder - Doggy Style Records |

Top Voice

Talks about #business, #marketing, #technology, #entrepreneurship, and #artificialintelligence

Los Angeles Metropolitan Area · [Contact info](#)

<https://snoopdogg.com/>

160,796 followers

Followed by Bryan Passman, Ishika Prashar, and 8 others

[Message](#)

Following

[More](#)

Location

Contact Info (LinkedIn URL, Email, phone number, website, Birthday)

Background Photo

**SNOOP DOGG**



# Anatomy of a Basic LinkedIn Profile

## Summary

### About

An Entertainment Industry Mogul, Snoop Dogg has reigned for nearly three decades as an unparalleled force who has raised the bar as a globally recognized innovator. Snoop Dogg is an American rapper, singer, songwriter, actor, record producer, DJ, media personality, businessman and Icon. In addition to his extensive work in music, Snoop Dogg is a serial entrepreneur with endeavors in Web 3.0, tech, entertainment, lifestyle, global consumer brands, food/beverage ...see more

### Experience



#### Chief Executive Officer

Death Row Records - Self-employed

2022 - Present - 2 yrs 1 mo

Los Angeles, California, United States

Death Row Records was a prominent American record label. The label quickly became a driving force in the West Coast hip-hop scene, producing multi-platinum albums by artists such as Dr. Dre, Snoop Dogg, and T ...see more

Skills: Music Production · Music Industry · Music

### Education



#### Long Beach Polytechnic High

1985 - 1989

## Hard and Soft Skills

### Skills

#### Hip Hop

Endorsed by 2 people in the last 6 months

2 endorsements

#### Music Production

Chief Executive Officer at Death Row Records

Endorsed by John Payne who is highly skilled at this

Endorsed by 2 people in the last 6 months

Show all 4 details →

Show all 4 skills →

## Honors & Awards (e.g. scholarships, academic awards, community awards, etc.)

### Honors & awards

#### Hollywood Walk of Fame Star

Issued by Hollywood Chamber of Commerce

All contributions to the music industry

#### BET Hip Hop Award

Issued by Black Entertainment Television (BET) · Jan 2015

Award: I Am Hip Hop Award

### Interests

#### Companies



#### Accenture

11,534,067 followers

+ Follow



#### Microsoft

21,470,254 followers

+ Follow

Show all companies →

## Interests (companies, people, schools, groups, newsletters, etc.)

## Work Experience

## Education



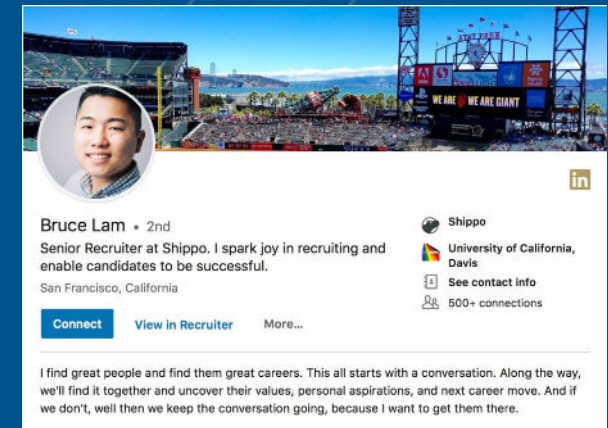
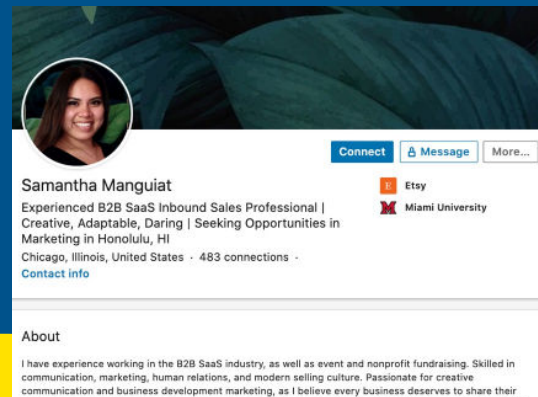
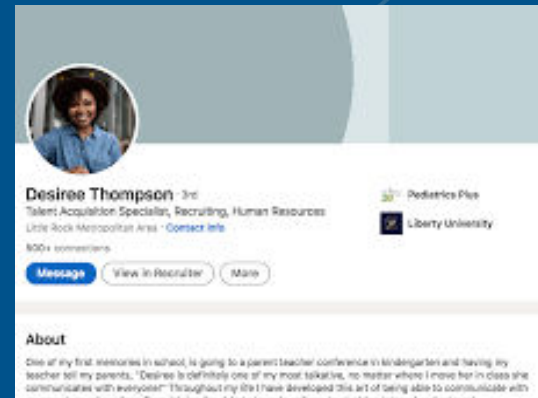
# Specific LinkedIn Profile Tips

## *the "how"*

### How to set up your LinkedIn Profile

This section goes through tips on how to best set up your LinkedIn profile to maximize its potential. There's also tons of resources online:

- [The Beginner's Guide to an Effective LinkedIn Profile](#)
- [How to Create a Good LinkedIn Profile](#)



# Profile Picture Tips

*A good profile picture increases the likelihood of someone standing out. Members with profile pictures on LinkedIn can get up to **21x more** profile views than other members without a photo.*

- ❑ Choose a photo that looks like you
- ❑ Use a high-resolution image (avoid blurry, grainy, or pixelated pictures; try to have good natural lighting)
- ❑ Your face should take up at least 60% of the frame
- ❑ Be the only person in the picture
- ❑ Get someone to take a picture of you (selfies are okay, but usually lead to lower quality photo)
- ❑ Consider your facial expression
- ❑ Keep the background neutral and not too distracting
- ❑ Wear what you think you'd wear to work + consider your industry (business casual is the safest bet)



**Fun fact:** One study of 800 profile pictures found that people view you as more likable, competent and influential if you smile in our profile picture.



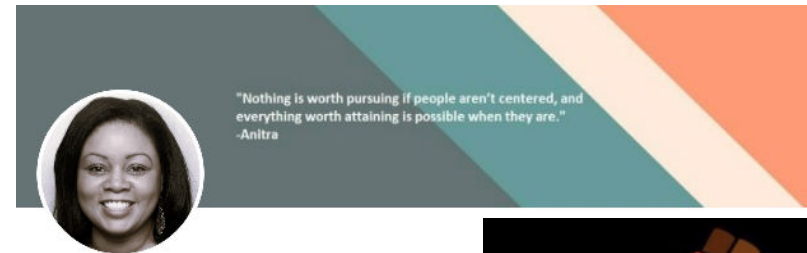
# Background Picture Tips

*Your profile background photo gives you a chance to further personalize your profile and give onlookers a sense of your personal brand!*

- ❑ Keep it professional – remember your future boss might see this
- ❑ Consider picture quality – no blurry, pixilated pictures
- ❑ LinkedIn formatting requirements: JPG or PNG file; less than 8MB, recommend photo size: 1584 (w) x 396 (h) pixels

## Background Ideas:

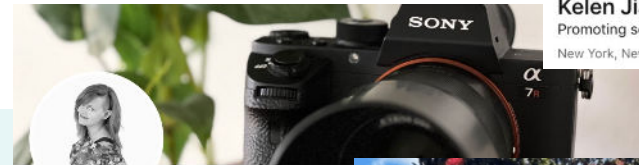
- Your personal mission or cause
- A quote that resonates with you/your career with a colorful background
- A scenic view or landscape
- Industry specific visual
- Minimalistic and clean pattern



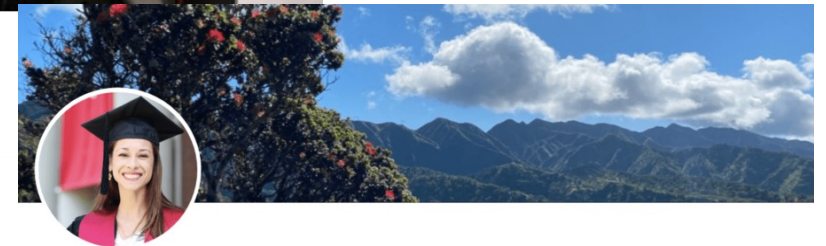
**Anitra Makoni** · 3rd  
Talent Leader, People Developer, Culture Builder, EQ Specialist  
Fort Worth, Texas, United States · [Contact info](#)  
500+ connections



**Kelen Jiang** (She/Her) · 3rd  
Promoting social justice & economic opportunity | LinkedIn  
New York, New York, United States · [Contact info](#)



**Kimberly Lostroscio** · 2nd  
Lead Photographer at Siege Media  
San Diego, California, United States · [Contact info](#)  
330 connections



**Puanani Brown** · 3rd  
Kānaka Maoli scholar, activist and writer, dedicated to a future with food sovereignty, environmental justice, and land back | NYU Food Studies

 New York University

# Headline Tips

*There are many ways to write your headline, however it's important to keep in mind that is a part of your first impression – it's the first thing recruiters and potential employers will see. For more ideas and details, click [here](#).*

## Ideas:

- Lead with your current job title or role you're aspiring to obtain
- Include your area of study or specialization
- Try to make it personal
- Algin memorable buzzwords to highlight your special skills
- Focus on the big picture
- A consolidated version of your elevator pitch
- Who you serve + the value you bring + how you do it

The image displays three LinkedIn profiles as examples of effective headlines. Each profile includes a profile picture, a cover image, a name with a degree indicator, a headline, a bio, location, and connection count. Action buttons like 'Follow', 'Connect', and 'Message' are visible for each profile.

**Profile 1:**  
Name: Brent Morrell, M.S. · 3rd  
Headline: I help purpose-driven Hoosiers grow their career with Indiana State Government, no matter the career path.  
Bio: Indianapolis, Indiana Area · 500+ connections · [Contact info](#)

**Profile 2:**  
Name: Nashla Fadile Contreras Rello · 2nd  
Headline: Build the teams that shape Google's future.  
Bio: Del Valle Centro, Mexico City, Mexico · 500+ connections · [Contact info](#)

**Profile 3:**  
Name: Kimberly Butler · 2nd  
Headline: Foundations Recruiter at Airbnb | Career Match-Maker | Unicorn Hunter  
Bio: San Francisco Bay Area · 500+ connections · [Contact info](#)

Additional text on the right side of the image: "Create Design Code Build for everyone" and logos for Google and Harvard University.

# Headline Tips, Examples

Context	Examples
Student exploring future career paths	Aspiring Software Engineer   Proficient in Python & Java   Seeking opportunities to grow and learn  Future educator, passionate about fostering student curiosity and individual growth
Undergrad student with limited work experience	Business student at UC Davis, specializing in entrepreneurship and marketing   Eager to apply academic learnings to real-world settings  Psychology student at Arizona State University   Committed to breaking down the mental health stigma in communities   Aspiring high school counselor
Student with internship experience	Marketing Intern at Making Waves Education Foundation   Communications Undergraduate   Skilled in Google Analytics, SEO, content creation, and data analysis



# About Section

## *The "what" & the "why"*

### **The What:**

- A LinkedIn profile's "About" section is a profile summary – a short paragraph that appears at the top of your profile.
- It's meant to provide a brief overview of who you are, highlighting your skills, experiences, and career aspirations.

### **The Why:**

- A well-crafted LinkedIn summary can help you make a positive first impression on recruiters, potential employers, and other professionals in your network.
- It also provides an opportunity to connect dots that your resume or profile might not otherwise.



# About Section Tips

*The "About" section is like a professional summary. It's one of the first things a recruiter will read when they look at your profile. For more details and examples, [here](#)*

- ❑ Usually written in first person to make it feel more personal
- ❑ More than re-hashing your experiences

## Ideas on what to say:

- Describe what makes you tick / your passions / your personal mission and motivation
- Incorporate industry-specific keywords
- Explain how your skills translate into the role you want
- Frame your past experiences – connect the dots to tell a story about your career journey
- Highlight your successes, strengths, and accomplishments
- Reveal your character
- Show a bit about yourself outside of work
- Ask for what you want / what you're looking for



**Tanmoy Saha** (He/Him) · 3rd  
Director, Talent Acquisition at Peloton

Talks about #hiring, #techhiring, #interviewing, #techrecruiting, and #talentacquisition


New York, New York, United States · [Contact info](#)

3,954 followers · 500+ connections

+ Follow

View in Recruiter

More

 Peloton Interactive

 Vanderbilt University

## About

I was born in Bangladesh and grew up in New York City, went to school in Nashville, TN (Vanderbilt). I am super Desi when it comes to Cricket and Bollywood. I love to read and travel. I circumnavigated around the world to more than 45 countries. I volunteer regularly and passionate about social good and technology.

Currently, I am working to grow Peloton and disrupt the fitness industry. My job is to find and hire the current and future bad asses in the technology industry.

I love my job! I hang out with a lot of tech nerds. I am a tech and political geek myself. I tried to pick up programming (Python) but not sure if I can do that for my career. I regularly attend tech meetups and I know a lot of powerful people in the tech industry.

I do not like pushy people. If you are nice, I will go out of my way to help you. I like to treat people with respect. I enjoy helping people and I love to learn about new technologies... Story of my life :)

Countries I traveled:

Argentina, Bahamas, Bangladesh, Brazil, Belgium, China, Cuba, Colombia, Egypt, England, France, Germany, Guatemala, Hong Kong, India, Ireland, Italy, Indonesia, Japan, Mauritius, Morocco, Namibia, Puerto Rico, Scotland, St. Lucia, South Africa, Spain, Switzerland, Thailand, The Netherlands, Turkey, UAE, Uganda, Viet Nam, Zambia and Zimbabwe :)

# Education Section Tips

*The education section of your profile indicates what school(s) you've attended. One of the great networking benefits of listing your current school or alma mater, is that other fellow alumni may be more eager to connect and/or check out your profile.*

- Simply search the school(s) you've attended, and add them
- Add your degree (e.g. Bachelor of Science, Bachelor of Arts, Master of \*\*\*, Associate of Arts, etc.)
- [Optional] Start and end date are optional, there are varying perspectives on whether or not to add it.
- [Optional] Add activities and societies – these are like clubs, extra curriculars, etc.
- [Optional] You can also add a description, where you can add your minors, more information about your specialization or area of study, etc.
- [Optional] There's also a space to add Skills and Media

*NOTE: You do not need to add your high school, but you are welcome to*

## Education



### University of Pittsburgh

BS, Business Administration  
2003 – 2006

Activities and Societies: National Society of Collegiate Scholars, AIESEC University of Pittsburgh Chapter

Certificate Program in International Business



### San Diego Mesa College

Computer Science  
2012 – 2014

Java, Visual Basic, C++, C#



### Skillcrush

Computer Programming  
2014 – 2016



### College International de Cannes

French, History, Art  
2005 – 2005

## Education



### Northwestern University

BA, History and Urban Studies  
1994 – 1998

Activities and Societies: Honors Graduate, Dance Marathon, Dorm Government



### Marquette University High School

HS Diploma, College Prep  
1990 – 1994

Activities and Societies: National Merit Scholar, Student Conclave, Drama Club, ComedySports, Model U.N., Cross Country Team, President of Wisconsin Junior Classical League

# Experience Section Tips

*The goal of the experience section is to show evidence of your career journey and growth, similar to the experience section of your resume, **and** it's a chance to expand on your career journey beyond your resume. For details on how to craft our experience section strategically with examples, check out [this article](#).*

- ❑ Stay consistent – if you use paragraph form to write your experience section, stick to that throughout; if you use bullet points, use bullet points throughout
- ❑ Link the correct companies for each experience; if self-employed, just type in "Self-Employed" into the company name field
- ❑ Use active, outcome-oriented language -- *"Accomplished [x] as measured by [Y] by doing [Z]. (Action Verbs)*
- ❑ Assign skills to your experiences (Skills listed in the skills section can be assigned to specific experiences)
- ❑ Add media to experiences where relevant (e.g. a blog post you wrote during an internship, a flyer you created for a club event, etc.)



Strategy Consulting Intern  
Princeton & Company · Internship  
Jun 2021 - Oct 2021 · 5 mos

[in](#) helped me get this job

UK-based Princeton & Company is a global strategy consulting firm that serves Global 2000 companies, Private Equity firms and the public sector.

- Conducted market research study to identify the international best practices and benchmarks in strategic cost optimization
- Worked on a strategy consulting project in the F&B industry and developed turnaround strategy for a struggling F&B company
- Worked on a consulting project related to smart city strategy and technology, and identified opportunities in healthcare, safety and pollution management i.e. developed strategy framework and methodology, initial hypotheses, data and market research requirements
- Worked on a strategy consulting project in the Beauty industry and developed growth strategy for a luxury salon and spa
- Led a team for project planning, competition analysis, making recommendations based on hypothesis and sub-hypothesis and creating deliverables



Teacher Assistant  
Pepcoding Education Private Limited · Part-time  
Sep 2018 - May 2019 · 9 mos  
New Delhi Area, India

- Handled 2 batches of 100+ Students studying in various Prestigious Colleges across the Country in everyday Hands-On Coding Classes.
- Cleared their DS&Algo and JAVA-related doubts and helped them reach the Optimal Solution for a given Coding problem.



Team Lead | Lean In Coding Circle  
Lean In India  
Aug 2018 - May 2019 · 10 mos  
Delhi Area, India

- Taught DS & Algo to a batch of around 70+ Students of B.Tech.(no semester and branch barriers) aimed to enhance Coding Culture at IGDТУW.
- Prepared Teaching Curriculum, took Hands-On Coding Sessions and conducted Hackerrank Contests for Students' Assessments.

# Skills Section Tips

*A LinkedIn profile's have a "Skills" section that you can add up to 50 skills to, to showcase your specific hard and soft skills. **Reminder:** Hard skills vs Soft skills: What's the Difference?*

- Add skills that you actually have + root them in other areas of your profile like the experience section, the about section, etc.
- Don't list too many skills! List the ones that are most strategic for recruiters to know about
- Be strategic with the order of the first 3 skills – these are visible on your profile and should be your top 3 / most relevant skills
- List at least 5 skills on your profile
- [Optional, but a value add] Demonstrate your skills with the "Skill Assessment"

## **Reminders of the Why:**

*For more details on the importance of the Skills section, click [here](#).*

- LinkedIn is first and foremost a search engine, so including the skills and keywords most relevant to your industry can increase your chances of showing up in a recruiter's search results.
- Skills contribute greatly to how recruiters search
- Skills are used in the LinkedIn Job Search algorithm - it will match jobs to skills you've listed