Humanity Talent Network LinkedIn Checklist

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# Use This Guide To:

* Update your LinkedIn profile according to best practices
* Complete the necessary LinkedIn sections according to best practices.

**Instructions**

In order to be able to edit this guide for your personal use, make a copy of the document by clicking ‘File’ -> ‘Make a copy.’ Rename the document, save it to your preferred drive or desktop, and you are ready to begin using the LinkedIn Checklist.

**Note**

Before making profile changes, we recommend you turn off your profile update broadcasts. If you are currently employed, you will want to ensure that your profile correctly reflects both your current role and highlights your skills for your future roles. Otherwise, your current employer may realize you are seeking a new role before you want to inform them

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| LinkedIn Section | Complete? | Tips and Best Practices |
| **Customized Profile URL** |  | Customize your public profile URL and be sure to link this on your resume header. |
| **Photo** |  | Use a clear, professional headshot. Note that it does not need to be a professional photograph; however, it should be a good quality shot with adequate lighting, professional attire, and should reflect your current appearance (i.e. if you have short hair, your photo should not have long hair; if you have facial hair, your photo should reflect the same; etc). |
| **Cover Photo** |  | Add a cover photo to your LinkedIn profile above your headshot. Select a photo that is professional and aligned with your career aspirations. Changing the LinkedIn default image will help your profile look more polished. |
| **Location** |  | Make sure the location is updated to reflect geographic preferences for your job search. You can update your location/commute preferences for future positions in your profile as well. |
| **Headline** |  | It’s fine to use your current title and employer as your headline; this is the LinkedIn default.. If you’re actively job searching , especially if you are trying to pivot to another type of role, use this space to succinctly showcase your specialty, value proposition or transferrable skills.. The more specifically you express what sets you apart from the competition, the better. Take a look at headlines of individuals you respect in your industry or for roles you aspire to get.  A helpful formula to follow is:   * Who you are: Lead with either your exact job title, your current career direction, or an area of expertise. * What you do: Describe your value proposition using industry-specific keywords that will resonate with employers on LinkedIn (technical skills, training, certifications). * Who you do it for: Reveal who or what you impact with what you do.   **Examples** (not job specific):  Formula 1: [Job Title]: doing X for Y.  Marketing data analyst [who you are]: Optimizing B2B online demand generation campaigns [what you do] for Fortune 500 apparel brands [who you do it for].    Formula 2: [Career Direction]: doing X for Y.  Information management master’s candidate [who you are] with a focus in mental health data science, psychiatric research, and primary care [what you do] for in-patient centers [who you do it for].    Broadly, the headline should communicate your expertise and field, and why you’re special. |
| **Contact and Personal Information**  *(Optional Section)* |  | You may choose to include your email address so employers can easily contact you. Additionally, if you have a personal website or portfolio, include it here. |
| **Open to…** |  | If you’re actively job searching, consider adding an “Open to…” section and list the titles you’re interested in. You can choose to keep this visible to Recruiters only (only employers logged into “LinkedIn Recruiter” will be able to view) or make it visible to all LinkedIn members (everyone will be able to view). The latter option will also put a banner on your headshot which says ‘Open to Work.’ |
| **Connections** |  | At a C-Suite level, your connections should be over 500 members. Add peers and professors from your undergraduate and graduate schools, since alumni connections provide great networking opportunities. Add colleagues from your current and past positions to boost this number and expand your network.  When adding connections , be sure to customize your LinkedIn request by explaining the reason you want to connect. It increases the likelihood of the person accepting your connection request. |
| **Articles and Activity** |  | Staying active on LinkedIn is always helpful when job searching. This not only bolsters profile views, it can also position you as a thought-leader in your functional area or industry.  A few ways to get involved include:   * ‘Like’ a post from a thought leader in your industry. * Comment and contribute to an industry-relevant conversation. * Join a professional development group. * Share an article and add a commentary explaining why this article was relevant enough to post. * Write an article on a relevant topic |
| **About** |  | You have about 2,000 characters to communicate your personal brand in the summary section:  Your purpose  Provide a short narrative of your career trajectory and professional experience.   * Begin with a creative personal statement or unique information that you think employers would be interested in knowing about you. Focus on what will grab people’s attention. * This first short paragraph should pull the reader in and make them want to continue reading.   **Examples**: years of industry experience, key transferable skills, organizations you've worked with.  Your passion  Express why you enjoy the career path by describing your greatest accomplishments.   * Add quantifiable metrics or a short anecdote if it relates to your career aspirations. * Add a list of specialties or high-value strengths to demonstrate competence (no more than three to five).   Your prospect  Talk about the value you bring (i.e. growing market share, managing costs, identifying efficiencies, and expediting mergers and acquisitions).  Look at summaries of industry contacts you respect to inspire your writing. You may also reach out to your Executive Career Strategist for support. |
| **Experience and Education** |  | Logos next to past employers - If you have worked for companies or graduated from a university that has a LinkedIn page, those companies should have a logo next to your work experience and education. If the company has a LinkedIn page, but your profile shows a grey box, it means that you need to edit the experience or education to correctly reflect the organization listed in the LinkedIn profile.  This looks more professional and highlights the brands you have been associated with. |
| **Education** |  | Eliminate year of graduation to mitigate age bias, unless earned in the last 2 years. |
| **Experience** |  | Under each role, provide a short explanation of your accomplishments focused on the skills needed in your future career goals. |
| **Open to Services** |  | If you are ready to begin using LinkedIn for your business or personal services, turn on the ‘Open to Business’ feature. Use the following article to learn how to do so: [How to Showcase Your Professional Services at the Top of Your LinkedIn Profile](https://www.linkedin.com/pulse/how-showcase-your-professional-services-top-linkedin-new-petherick) |