

LinkedIn: Building your Profile

What is LinkedIn?

LinkedIn is the leading professional network on the web. Its flexible format allows you to be creative, addressing your accomplishments in a way that is authentic, compelling and keeps the reader engaged from the top to the bottom of the profile. **LinkedIn is a living document that you can edit at any given moment.**

LinkedIn

- Organic document – it changes with you
- Provides an overview of your professional life
- Compelling representation of who you are becoming professionally
- Inbound marketing – you invite readers IN to review your profile

Résumé

- Static – no changes can be made once you push "send"
- Typically focuses on skills geared toward one particular job
- Detailed and logistically-driven
- Represents your past as a professional
- Outbound marketing – you send your résumé OUT to attract attention

Why Use LinkedIn?

Facts:

- LinkedIn is an online “social” network – it encourages you to present yourself through a professional social networking lens
- LI is the third most-used online social network behind Facebook and Twitter
- LI has more than 300 million users
- According to the Society for Human Resource Management, 77% of employers use social networks to recruit; among the recruiters using social tools, 94% said they are using LinkedIn
- Recruiters use keywords to search for potential people of interest

LinkedIn Benefits

LinkedIn allows you to strengthen and extend your network of trusted contacts, discover professional opportunities, stay in touch with colleagues and classmates, and build your professional identity online. Additionally, by following organizations and participating in groups, you see what others are saying about your industry. LinkedIn also keeps you organized in regards to your job search, keeping your contacts up-to-date on what you’ve done and who you’ve become as a professional.

Building your Profile

Below are some fundamental questions you should consider as you prepare to draft or edit your profile. Use these questions to generate ideas for content you want to include that gets to the heart of what you have to offer as a professional (reference *Professional Brand* and/or *Online Presence* material for more information).

- Who is your audience? Who do you want reading your profile?
- What do you want the audience to know or ‘take away’ from your profile?
- What story do you want to tell with your profile?