

# LinkedIn Profile

---

Make a GREAT First Impression.

The mission of LinkedIn is simple: **connect the world's professionals to make them more productive and successful.**

Over 10% of the global population (800M+) is on LinkedIn. It is THE business network for making network connections, searching for open jobs and for showcasing your BRAND.

There are certain key fields on your profile that you will want to be sure to include in your profile.

## Customize your LinkedIn Profile URL

By default, your URL has a string of letters/numbers following your name to make it globally unique. But you can change this, and you should.

WHY? You need to stand out when making a good first impression. By customizing your LinkedIn URL, it shows you have some LinkedIn savvy by taking extra care to make your profile unique.

### To customize your URL

>Open your profile | Edit public profile | Edit Your Custom URL - use the blue pencil.

> LinkedIn will not allow you to save your changes unless your new name is globally unique.

> Make it easy for the Hiring Manager and Recruiter to find you. Create a new LinkedIn URL that matches your email name or Twitter handle or Facebook account.

> Don't make choosing your correct LinkedIn URL a guessing game for the Hiring Manager and Recruiter.

# LinkedIn Profile

## Personal Photo

- Show your smiling face, no sunglasses, people want to see your eyes too. Remember you want them to get to like you and want to get to know you. They may have a job waiting for you, don't ruin the introduction.
- Your personal photo should be relevant for the position you are seeking. This may mean professional business attire or business casual.
- If you wear a uniform to work, then it may be appropriate to be dressed as such.
- Choose a neutral background color. Do Not stand in front of a sign, marker board, bill board or a busy background. Be sure no writing is behind you.
- This is a Solo image. This is YOUR profile photo. No other people or pets in the photo.

## Background Photo

- Just as you customized your URL, you want to have a custom background photo.
- Use a photo from your phone or a canned image from [pexels.com](https://www.pexels.com)
- Choose a photo that aligns with what you want to do or represents a location that has meaning to you.

## Name

- First:20 characters Last:40 characters

## Headline

- 220 characters are available, use all of them
- List a few targeted job titles followed by a short description of the value you deliver.

## About

- 2,600 characters to tell your story
- The intent of the About section is to entice the reader to want to know more.

## WHAT TO SAY

1. Describe what makes you tick

# LinkedIn Profile

2. Explain your present role
3. Frame your past
4. Highlight your successes
5. Reveal your character
6. Show life outside of work
7. Add rich media

## **HOW TO SAY IT**

8. Make your first sentence count
9. Pump the keywords
10. Cut the jargon
11. Write how you speak
12. Tell stories

*RESOURCE: 10 LinkedIn Profile Summaries That We Love (And How to Boost Your Own) [Kate Reilly](#) Writer, Content Strategist, Marketer July 16, 2019*

<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

### Position Title

- 100 characters

### Position Description

- 200 min | 2,000 max

### Featured Section

- 50 max, 2.5 visible

### Recommendations

- 3,000 characters
- 2 visible (ordered by data added) unlimited
- Have at least three current recommendations, one from a manager

### Skills

- 50 max, 3 visible

# LinkedIn Profile

- Check your skills with job skills listed in [onetonline.org](https://onetonline.org) - “a tool for career exploration and job analysis! ONET has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!”
  - 1,000 job descriptions listed with information on topics like: Tasks | Technical Skills | Knowledge | Skills | Abilities | Work Activities | Detailed Work Activities | Work Context | Job Zone | Education | Interests | Work Styles | Credentials | Wages & Employment Trends | Job Openings on the web | Related Occupations | Sources of Additional Information

## Endorsements

- 99 visible, unlimited

*Resource: MAXIMUM LinkedIn Character Counts & Image Sizes for 2021*  
by [Andy Foote](#) | May 5, 2021 | [character counts, LinkedIn, Maximum Characters](#)