

# LINKEDIN PROFILE GUIDE

Want to create a LinkedIn profile that attracts recruiters and hiring managers? Keep reading.

## Your photo matters



Make sure that your photo is a professional headshot that portrays how you look *today*. If you don't have a professional headshot, be sure that it's a clear photo of you in work wear on a clean background. Try to avoid selfies that look like they were taken at a social event.

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## Write a headline that hooks



Just like an article headline captures a reader, your headline should grab recruiters' and hiring managers' attention so that they want to learn more. Rather than just stating your current title, share what make you unique. Just be sure it's in a way that's easy to understand.

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## Make the most of your summary



No more than a few paragraphs, your summary offers the opportunity to showcase your passions, accomplishments and key skills. This is where the reader should get a clear view of who you are, what you're passionate about and where you want to go in the future.

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## Treat each role like you would on your resume



Just like your resume, use each role to highlight your key accomplishments and contributions. Each should summarize what you did, who it helped and how much it helped. This will allow you to showcase your impact!

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## Recommendations build credibility



Nothing builds credibility like a third-party recommendation. Be sure to ask for recommendations that position the unique talents, skills and accomplishments that matter most for where you want to be in the future. And before you ask, start with an offer to recommend them first!