



The Career Journey



5 Tips to Optimize Your LinkedIn

Looking for ways to take your LinkedIn profile to the next level? Well, look no further! We have the top 5 ways and strategies to take your LinkedIn profile to the next level. Not only to ensure you stand out, but to overall ensure your presence as a professional in your industry speaks to the impact, skillsets, and expertise you are able to bring. Let's get into it!

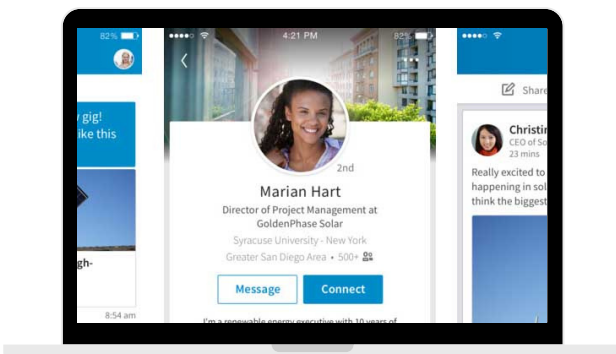
Get Optimized!

- ✓ Profile & Cover Photo
- ✓ About Me Section
- ✓ Recommendations
- ✓ Skills
- ✓ Articulate Accomplishments

#1 Present Professional Photos

Present a profile photo that's warm, welcoming, and professional.

- As humans, we love how visual images can bring ideas to life and your profile and cover photos are tools to do just that.
- They give a glimpse of who you are as a professional and what you represent.
- Using professional services or even your phone, take a smiling photo dressed in business casual/professional attire.
- This will immediately bring life to your profile.
- Add a cover photo that speaks/represents you and your work/industry.





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2. Create an Engaging About Me Summary

Your resume is a quick look into your career as a professional. Having a LinkedIn profile gives you the ability to showcase your experience, and much more. Your About Me section is the “much more”. This gives colleagues, employers, and hiring managers, a glimpse into your career path including your intentions, career vision, values, and accomplishments. Consider this to be an opportunity to share your Career Story. LinkedIn gives you the space to share, so use it!

3. Gather Recommendations!

What better way to speak to your skillset and impact than to have colleagues, supervisors, and even clients speak to the impact you were able to produce. This is a great second point of view to reaffirm your skillset and expertise in the field. Not only are you declaring yourself as a top-notch professional in your field, but having others declare this speaks volumes.

4. List Your Skills

LinkedIn provides a great tool that matches your Skills listed in LinkedIn to your work experiences. Additionally, you can allow your connections to Endorse you in these skills as well. Connecting your skills to your job experiences further allows you to showcase your skillsets and talents, but also helps create better matches in your job search and for recruiters to find you as well when looking for certain keywords and skillsets.

5. Articulate Your Accomplishments

The best way to show you can do a job is by clearly articulating your impact. You can do this by showcasing your accomplishments, results, data-driven numbers around your work. In each of your experience you share in your profile, get really clear about the impact you were able to make. Avoid listing what you did and move into articulating your results and accomplishments in each of your roles. (Bonus: The same applies to your resume for each of your experiences.)

Join The Career Journey to learn more about Optimizing your LinkedIn with a community of job seekers, career coaches, and industry leaders!

