

# No matter how you define success, it starts with your profile.

Your profile is your personal billboard. It says who you are as a professional. And makes you a part of our professional community. Follow our simple steps to craft a great profile, and remember to update it as you grow in your career journey.

## 1. PHOTO

A photo helps people put a face to a name. Your photo doesn't need to be perfect. It just needs to show the real you. Upload something recent, then enhance it with our filters.

## 3. SUMMARY

Think of your summary as your "elevator pitch." It should describe what you do and also highlight your strengths. Pro tips: Stick to a few short paragraphs, lose the jargon, and be your authentic self.

## 5. PICTURES & VIDEOS

Say it – and show it. Add photos, videos, and media to tell your professional story in a more visually engaging way.

## 7. ENDORSEMENTS

Add skills you want to be known for, and your network can endorse you for the ones you've listed. A high number of endorsements adds credibility to your profile.

The screenshot shows a LinkedIn profile for Blair Decembrele, a 2nd-degree connection. The profile includes a profile picture (1), a cover photo with the hashtag #InItTogether, and a summary (3) that reads: "I focus on implementing high-profile, brand-driving programs within the consumer lifestyle, editorial and product sector. Specialties: Brand positioning, consumer PR programs, media relations, product launches, executive/thou...". The Experience section (4) lists a role as Group Manager & LinkedIn Career Expert at LinkedIn, with a description of editorial marketing and communications. The Media section (5) shows two items: "You're Better Than Buzzwords — Start Showing It" and "How to build a powerful LinkedIn profile". The Education section (6) lists three institutions: Lehigh University (Bachelor of Arts in Marketing, Communications, Journalism), Needham High School, and Syracuse University in Florence (Art History). The Featured Skills & Endorsements section (7) shows three skills: Media Relations (60 endorsements), Social Media (43 endorsements), and Corporate Comm... (40 endorsements), each with a list of endorsements from colleagues.

## 2. LOCATION

The more details you add, the more LinkedIn can help you connect to your next opportunity. When you add your location, you're more likely to be contacted for jobs in your area.

## 4. EXPERIENCE

Starting with your current position, write about your major wins, projects, and the value you brought to your team. Keep your descriptions clear and concise. Bullet points are fine.

## 6. EDUCATION

Tell people where you went to school and what you studied. Did you know? Members who list their education details get up to 11x more profile views.