

How to Build a Standout LinkedIn Profile

Basic set-up

- Set up your privacy settings according to your preference
- Personalize your URL to be your name

1. Profile & Background Photo

These are key elements in establishing your professional identity. Including photos results in 2X more profile views & 3X more connection requests.

- What kind of impression do I want to make on potential employers? What are three words I want to be known for (e.g. professionalism, creativity, UWaterloo student, etc.) What type of photo would capture this?
- Consider setting your “Open to...” settings to let people know you’re looking for work

2. Headline (220 characters)

What do you want the world to know about you? This section should let your target audience know what you’re about and entice them to view your profile.

Potential prompts:

- What is my current title?
- What do I specialize in?
- Consider using keywords (e.g., technical skills)
- What are my career goals?

3. About

This is your chance to tell your story and showcase your skills – and your personality! Note: There is only ~60 words before this section must be expanded. Make the most of them!

- Choose an approach (i.e., short paragraphs, numbered list, etc.)
- Your response should touch on some of the following questions:
 - 1) Who am I? (What am I currently doing?)
 - 2) Why do I do what I do? (What is your motivation? What problems/challenges do you want to solve?)
 - 3) What are my top skills or achievements? (How will you bring value?)
 - 4) What is the result/impact of my work? (Why does it matter?)
 - 5) What are my future goals? / What is an interesting fact about me?

4. Experience

This section is a great way to provide concrete evidence for your skills! Using 3–5 bullet points, list accomplishments and relevant information for each experience. Make sure to include stats, facts, and figures!

Did X (WHAT)	By/using Y (HOW)	To achieve Z (WHY)
<i>What action you took, using action or achievement verb</i>	<i>The skill or tool you used</i>	<i>What result or outcome you achieved, quantified whenever possible</i>
EXAMPLE: Implemented systems to log backup and operational data	in Microsoft SQL	to provide enhanced quality control.
Job title: Company: Date: Location: • WHAT/HOW/WHY bullet point: • WHAT/HOW/WHY bullet point: • WHAT/HOW/WHY bullet point:		

5. Skills & Endorsements

Skills are a great way to quickly communicate how you would bring value to an employer. Job postings are a great place to look for the types of skills that employers are looking for.

- Reflect on your experiences. What are your 5-10 top technical AND transferable skills?
- Add these to your Skills section and make sure to link them to the relevant experiences
- Add “Top Skills” to your About section
- Who could endorse these skills? Consider endorsing their skills or reaching out directly!

6. Recommendations

Recommendations are like a mini-reference letter. What skills and experience do you want to highlight? Who could vouch for you?

- Reach out to a recent coworker/colleague/fellow volunteer, etc. with a custom request for a recommendation
- Remember: be specific and tell them what they should focus on! (e.g. “I would love it if you could speak to my leadership skills and the value I brought to the team”)