



LinkedIn: In less than 20 years, it's revolutionized the world of professional networking.

And when it comes to career advancement, having a strong digital presence on the platform is essential.

Here are some proven ways to enhance your LinkedIn profile:

Ensure consistency with your resume

Make sure each role on your profile matches that on your resume. Same titles, dates, and (at least initially) the same bullet-pointed descriptions. This will make sure everything is clean and aligned.

Grab attention with a compelling Headline

Your headline is your digital salutation – the first, most visible part of your profile. In 120 characters or fewer, clearly and succinctly communicate your unique value proposition. By default, LinkedIn populates your headline with your current job title and employer. But if you want to go a step further – and/or you're a job seeker – consider getting more creative. For example, "Seasoned hospitality executive, skilled in revenue growth, empowering associates, and maximizing guest satisfaction" instead of "Director of Operations at XYZ Hotel."

Showcase your credentials and personality in the About section

Think of About as your online elevator pitch; after the Headline (and photo), it's the next most prominent section of your profile. You've got more room to elaborate on your experience and credentials (you're not limited by character count), but still aim for brevity and clarity.

The About section is also an opportunity to infuse your personality, such as dialing up your enthusiasm about your work, industry, or passions. And, importantly, it's a chance to sprinkle in keywords; similar to SEO, including the right keywords can help recruiters and/or hiring managers find you.

Use a professional photo

You don't need to get a professional headshot but aim for professionalism in your LinkedIn photo. Use a high-resolution image to avoid blurriness; ensure your face takes up most of the photo; don't include others in the picture; have someone else take the photo for you (no selfies); dress professionally (what you'd wear to work); avoid distracting backgrounds; have the photo taken in soft, natural light; and explore LinkedIn's filter options.

Solicit recommendations

Aim for two+ recommendations from previous employers, clients, and/or partners. Offer to draft something or be somewhat prescriptive about what you'd like to see.

Add color

Consider adding links to relevant past experience and projects to support your roles. You might include any media coverage or press releases about organizations during your tenure, or links to articles or blog posts you've authored.

There are many other features on LinkedIn to enhance your profile; familiarize yourself with them and take advantage of what you can. Highlight your volunteer experience, skills, interests, licenses and certifications, and/or accomplishments. And seek endorsements that speak to the roles you're targeting.

Other resources

- "How to Use Your LinkedIn Profile to Power a Career Transition," Harvard Business Review, <https://hbr.org/2015/05/how-to-use-your-linkedin-profile-to-power-a-career-transition>
- "10 Tips for Picking the Right LinkedIn Profile Picture," LinkedIn Talent Blog, <https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture#targetText=The%20ideal%20size%20for%20your.opt%20for%20a%20different%20one>
- "How to Subtly Increase Your LinkedIn Visibility," Harvard Business Review Ascend, <https://hbrascend.org/topics/how-to-subtly-increase-your-linkedin-visibility/>
- "Maximize Your LinkedIn Profile For Job Search – Tips From Recruiters and LinkedIn Company Insiders," Forbes, <https://www.forbes.com/sites/carolinecenzilevine/2019/06/24/maximize-your-linkedin-profile-for-job-search-tips-from-recruiters-and-linkedin-company-insiders/#4aa485c91f75>