

# LinkedIn Profile Building & Checklist

## General Tips & WHO Logic Advice



### Intro Section Includes:

- **Profile Photo:** It doesn't have to be fancy but does need to be professional. You can use your cell phone camera and opt for a plain background. Your attire can be business casual. Avoid t-shirts and sweatshirts. Be professional!
- **Background Photo:** This is the background photo behind your picture. You can leave the default background. LinkedIn has several stock images you can choose from or you can upload your own.
- **Headline:** It is recommended that you customize your Headline as this is an opportunity to feature your skills and the direction you are headed. You can think of this section as a very short value proposition, and you can use this [WHO Logic inspired sample](#) to help.
- **"Open to Work":** Find this section below your photo and Headline. Complete your work preferences including job titles of interest, workplace environments, location and start date preferences. The more complete your work preferences are, the easier it is for relevant jobs, recruiters, and hiring managers to find you.

### About Section:

- Think of the About section as your written pitch with a 2600 character limit. Be creative with your written pitch. You can -
  - Include a summary of your experiences and skills
  - Invite your readers to reach out to you by including a preferred email address
- Check out our [written pitch samples](#) to help you create your About section

### Background Section Includes:

- **Experience:** The easiest thing to do is copy and paste your experience from your resume.
- **Education:** List the schools attended. Typically, high school is not included once you enroll in college. List your university level degree and estimate your degree completion date. You can also include any activities and societies (e.g., marching band, Alpha Phi Omega, etc.).
- **Licenses & Certifications:** Training taken directly from LinkedIn Learning is recorded in this space. You can also add any licensure or certifications here.

- **Volunteer Experience:** Demonstrate your commitment to civic and community engagement in this section.

**Featured Section (On your profile: Select “Add Profile Section”, “Recommended”, “Add Featured”)**

- In this section you can feature what you’re proud of including your website, portfolio link, videos, presentations, and your resume.

**Skills & Endorsements Section:**

- You can include skills in the section and others can also attest to these skills. You can also take technical skills tests to share on LinkedIn.

**Accomplishments Section Includes:**

- This section is an opportunity for you to list the following:  
Publications, Patents, Courses, Projects, Honors & Awards, Test Scores, Languages, Organizations, and Causes.

**Recommendations:**

- You can request recommendations from other LinkedIn members who have worked with you and can attest to your skills, experiences, and quality of work. This is also where your recommendations for LinkedIn members can be found.

**Activity Section:**

- This section is where you can find your activity including:  
Posts, Articles, Links, and Media