



## TOP 5 TIPS FOR A LINKEDIN PROFILE THAT STANDS OUT

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In today's interconnected world, LinkedIn is a powerful tool for anyone looking to build their career, grow their project, and learn about new industries. With the COVID-19 crisis, LinkedIn has become even more important in developing connections in lieu of coffee dates and in-person chats and finding new opportunities or organizations. Below are some tips to help you take full advantage of the platform and build connections globally!

### 1 PUT A FACE TO YOUR NAME

Just like any social media, the first place to start in building a strong LinkedIn profile is by getting a great picture! You do not need to get a professional headshot - just make sure that the image is clear and centered on your face, ideally from the collarbone up. While it is great to see your group shots on Instagram, make sure it just features **you**.

You want to make it easy to identify yourself, not your best friends! If you do not feel like you have a great photo, get a friend or family member to take a picture of you against a clean background, as you would with a passport photo. When communities open back up, you can also keep an eye out for opportunities at your university career center, community center, or at your local library - these places often do free or low-cost headshots, particularly for young people!

LinkedIn is a great addition to your resume because it is a place to include everything about your work or academic history, even when you cannot fit it all onto a single sheet resume. The more opportunities you can list, the more networks you can connect yourself to, and the better your discoverability, and credibility, is on the platform. List out all of your experiences, but also make use of the other sections: listing out your volunteer organizations and your extracurricular activities also connects you to wider networks, while having a brief summary helps you to tie it all together and highlight the skills you are proudest of. If you are struggling to write one, LinkedIn can automatically provide a short one for you!

### 2 PUT IT ALL OUT THERE



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### 3 SHOW OFF YOUR SUCCESS

Similar to a resume, the description section for each of your experiences is a great opportunity to highlight the awesome things you did at each place. A good way to showcase this is through a bulleted list with responsibility, action, and result. Use the first bullet to describe what your overall responsibilities were (e.g. “Founded and managed the world’s largest student volunteer network”). The next couple of bullets should outline actions you took and include specific numbers or metrics as a result of these actions (e.g. “Led an innovative marketing campaign growing our volunteer base from 50 students to 200 over a 6-month time period”). While you have a lot of room, be sure to keep it brief and call-out the achievements you are proudest of.

Now that you have a strong profile, be sure to put it to use! Start adding connections from people you know: family members, friends, classmates, etc. Then, when you are looking into jobs or organizations you are interested in, search the organization and see if there is anyone you know. This does not have to be just when you are applying to jobs – it is great for learning more about new industries or organizations you are curious about. If you’re interested in international development, check out the page for an org like USAID and see who works there. Do not be afraid to cold-message someone; just make sure to include a note about why you would like to connect with them. Sometimes it is just because you are interested in a similar field and want to chat more with them – more often than not, people are happy to connect!

### BUILD YOUR NETWORK 4

### 5 SUBSCRIBE

While LinkedIn is a more professional platform than Instagram or Facebook, it is still **social** media. To really get the most out of it, interact with your network! Post articles you find interesting, follow pages or people that work in the industries you are fascinated by, and interact with the people and pages on your feed. I have been able to find mentors, interesting organizations, and academic & work opportunities through this network, simply by reading through my feed and engaging with the people on it.

While LinkedIn can seem intimidating or confusing at first, it really is a fantastic tool to begin building your professional presence, before you even enter the working world! As we all try to navigate this new heavily online world, building out and leveraging your LinkedIn profile will help you to stay connected as you grow your project, organization, or career to the next level.