

LinkedIn Suggestions

LinkedIn URL - update your LinkedIn URL by clicking on “Public profile & URL on the top right corner of your profile page. Delete the numbers and dash after your last name, and try to save. If your name is already taken, consider including a middle initial or 1 or 2 numbers at the end.

LinkedIn Banner Image - Your background image is a great way to showcase who you want to be viewed as by your professional peers. Brand yourself with an image that relates to what you are looking to do. For example, if you were looking to work in the technical field, you may wish to Google search Networking or Cyber Security LinkedIn Banner Images, and save to your computer. Then click the edit button on your current LinkedIn Banner image, and update.

Photo - Choose a professional-looking photo that represents you well. Dress appropriately and maintain a friendly and approachable expression. (SMILE)! Avoid obscuring accessories such as hats, or sunglasses.

Headline - This is one of the first things people will see when they visit your LinkedIn profile. Be clear and to the point with Who you are including relevant keywords related to your industry, skills, and expertise. (List only skills and expertise you possess)
Example: Network Engineer Net+ Sec+ CySA+

About You Section - Here is where you want to communicate your professional identity and goals. Start with a compelling sentence that captures attention highlighting your unique value. (Think where your passion started for your field of interest, including transferable skills you possess from background experience.

Transition into second paragraph discussing skills gained while taking this program & certification.

Close the third paragraph with a commitment to continue to grow in your field of study highlighting what you are doing to stay current with trends, and the field.

LinkedIn Suggestions

Featured Section - Utilize the featured section to showcase specific content or achievements prominently on your profile. The featured section is a valuable tool to enhance your LinkedIn profile and provide visitors with a more comprehensive view of your professional accomplishments and skills

To add items to your Featured section

1. Go to your LinkedIn profile
2. Click on the “Add a profile section”
3. Select “featured” from the dropdown menu
4. Choose the type of content you want to feature and follow the prompts to add it to your profile.

You may upload:

- Media and Files
- PowerPoint Presentations
- Videos
- Images that highlight your work
- External Links to websites portfolio, blog or any online content that showcases your professional achievements
- Recommendations from colleagues or supervisors
- Projects or Work Samples
- Certificates or Courses
- Awards and Honors
- Publications
- Events
- Volunteer Experience
- SlideShares
- Patents and Projects

Experience - Start with your current position and work backward in chronological order. Include your job title, the company’s name, and your employment dates. Describe your roles and responsibilities in a concise yet informative description in a short paragraph. Quantify your achievements whenever possible. Use action verbs

LinkedIn Suggestions

Education - Start with your most recent education and work backward in chronological order. Include your school or institution, degree earned, field of study, graduation year, honors or awards, thesis or research. Include extracurriculars, professional certifications, any studying done abroad if applicable.

Skills - Add skills that are directly related to your profession and the roles you are interested in including technical skills, soft skills, industry-specific competencies, and more. Arrange your skills in order of importance with the most relevant and impactful skills at the top of the list. This allows viewers to see your top skills first. Utilize all 50 skills! Artificial Intelligence scans LinkedIn profiles looking for keywords. Using all 50 skills will give you a better chance of being contacted regarding positions. Offer to validate skills for coworkers, and request they validate some of yours.

Endorsements - Endorsements from connections validate your skills and expertise. When someone visits your LinkedIn profile for the first time they often glance at your skills and endorsements. Approach endorsements authentically. Encourage connections to endorse your skills based on their genuine observations and reciprocate by endorsing their skills when appropriate. Avoid endorsing skills you haven't personally witnessed in action, as authenticity is key to building trust on LinkedIn.

Recommendations - Recommendations serve as testimonials from colleagues, supervisors, mentors, or clients, and can provide concrete examples of your skills and abilities in action. Recommendations can also help set you apart from other candidates. Don't hesitate to ask for a recommendation from someone when they have witnessed your contributions or accomplishments, and consider providing recommendations for others in your network. It can be a mutually beneficial practice.

LinkedIn Suggestions

Networking - Connect with people you know, colleagues, classmates, friends, and acquaintances. These connections can form the foundation of your network. When sending connection requests, always send a personalized message. Interact with content on your LinkedIn feed, share relevant articles, updates and insights related to your industry or interests. Providing value through your posts can attract connections and showcase your expertise. Attend virtual events, ask for informational interviews, and give recommendations and endorsements to connections when you genuinely believe in their skills and work.

Groups - Joining groups relevant to your field and interests can expand your network, allow you to gain and share knowledge with like-minded individuals, hear about learning and job opportunities, create visibility and credibility and much more. When looking into groups check the number of members they have and how often they post content. Choose quality groups.