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JOB EXCHANGE

CAREER FAIR

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LINKEDIN PROFILE
TUNE-UP

LinkedIn Profile Tune-Up

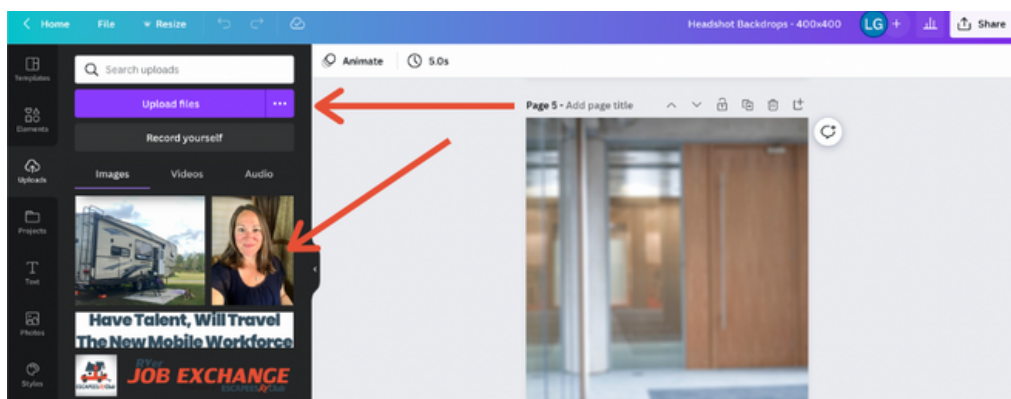
Profile Photo

Part 1: Make sure your profile photo looks professional. It's best to have someone else take it, if at all possible. (Selfies are not a good look.) Wear a shirt that you would wear to an interview, face the camera (no sideways stances or head tilts), and make sure your background is free of clutter.

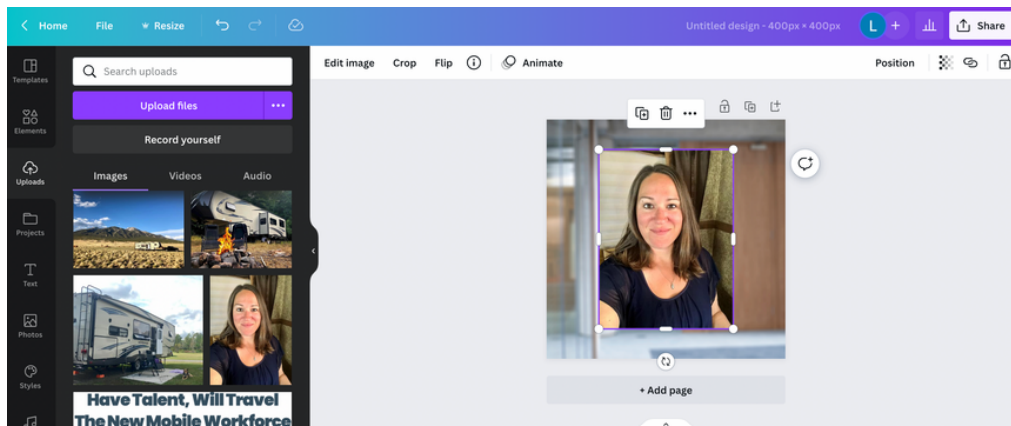
Part 2: We recommend using Canva for this - even a free account will do what you need for this. recommended size for a LinkedIn profile photo is 400x400. We've created 10 different backdrops for you to choose from to make sure your headshot looks professional. Access them by clicking [this link](#) (once you've created a Canva account and logged in), then clicking the **Use Template** button as shown below.



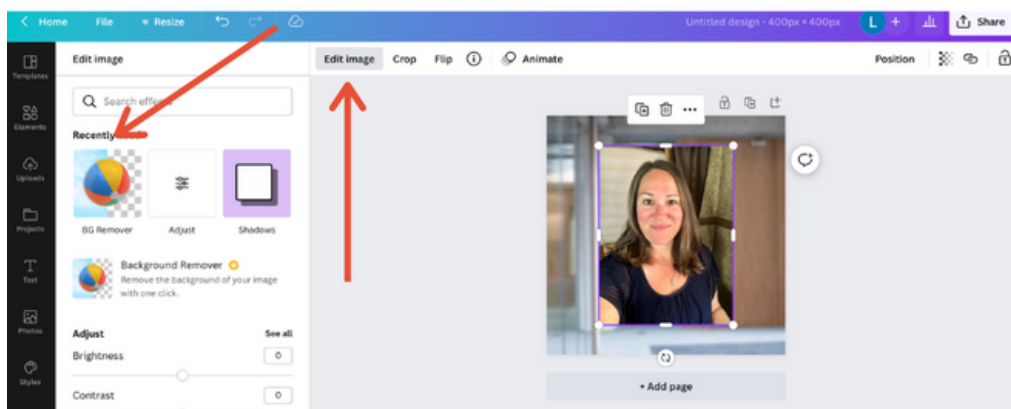
Then upload your headshot photo.



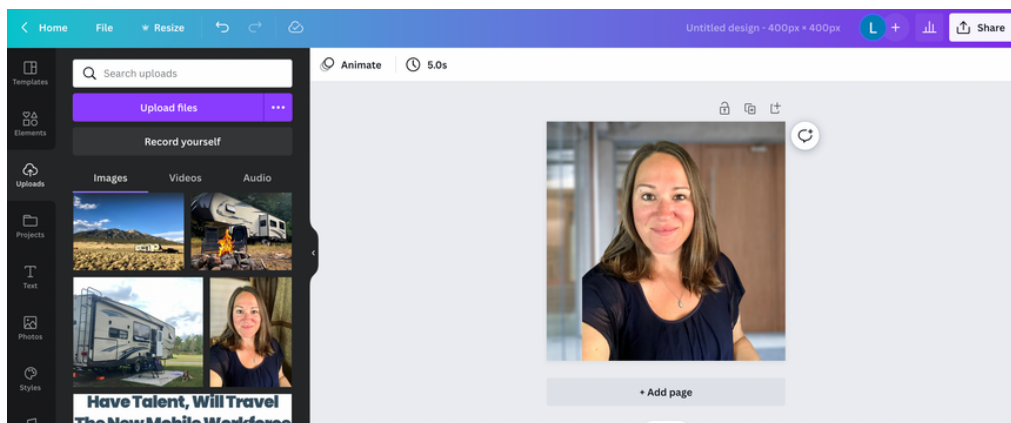
And add it to your favorite backdrop page.



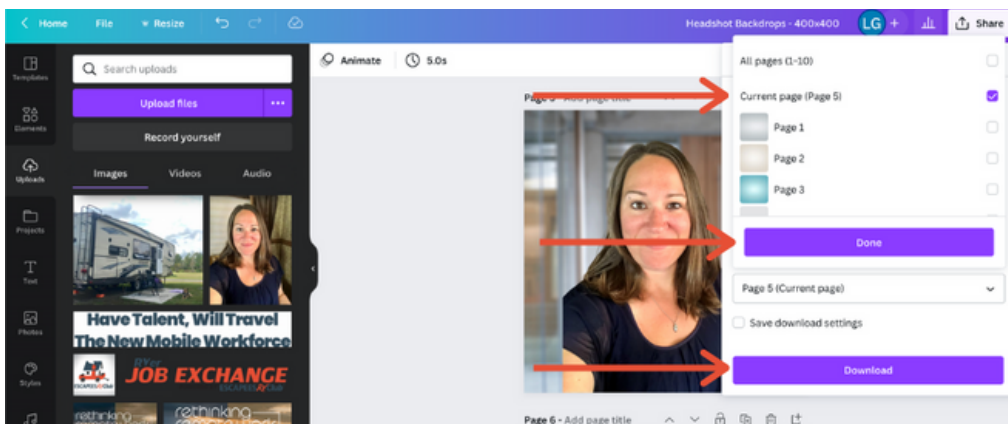
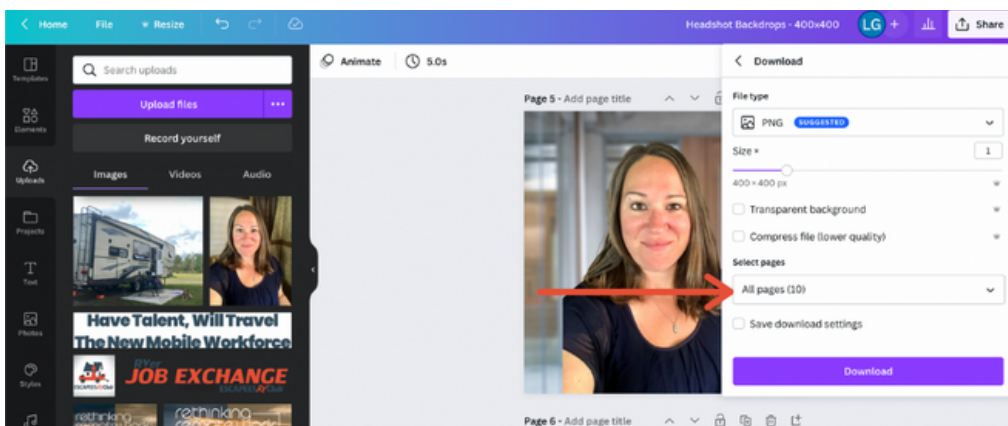
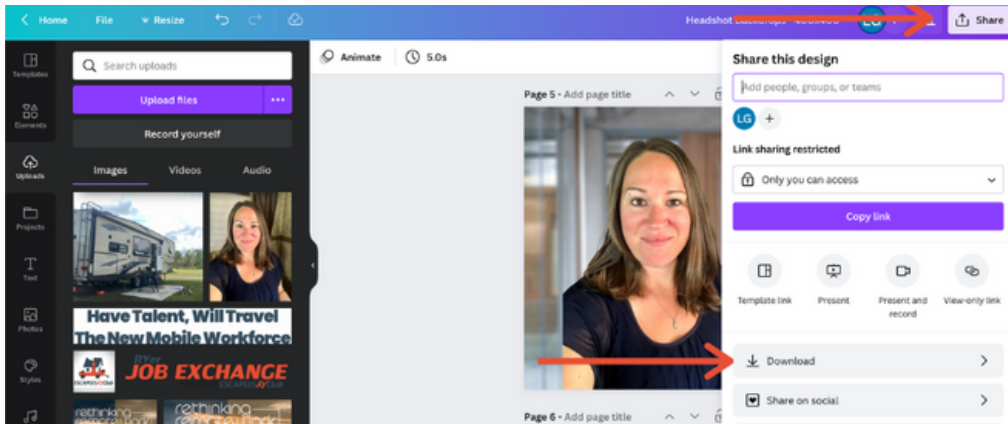
Click **Edit Image**, then **BG Remover** to remove the background on your headshot photo.



Then size and position your headshot to fit the backdrop.



Click **Share**, then **Download**, then select the correct page and click **Download** again.

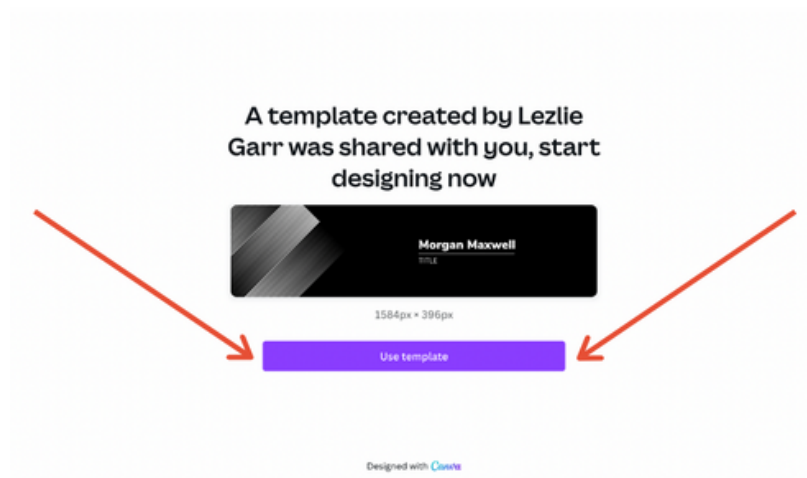


Background Image

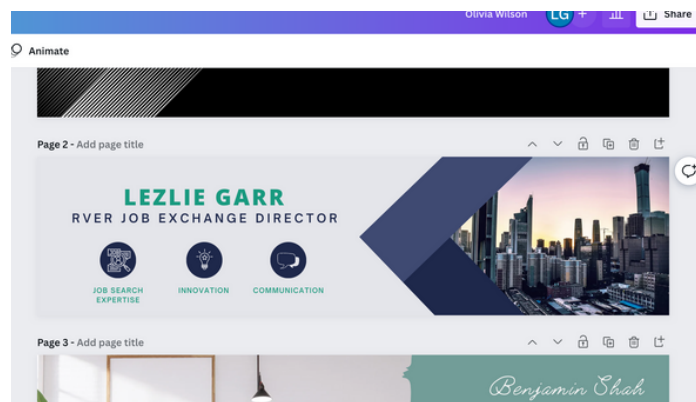
Part 1: Creating a custom background image is a really effective way to stand out. We recommend creating this in Canva - even a free account will do what you need for this.

Click on **Create a Design** and select the **LinkedIn Background** size option; when the file opens, it will populate pre-made templates on the left-hand side that you can customize for yourself. Stick with something simple and include elements that are relevant to your skills and the type of work you do.

Part 2: We have created 10 template options for you to create your background image. Access them by [clicking here](#) (once you've created a Canva account and logged in), then clicking the **Use Template** button as shown below.



Choose the template you prefer and replace the text content with your information.



Follow the steps from Part 2 of the Profile Photo section to download (Click **Share**, then **Download**, then select the correct page and click **Download** again).

****BONUS****

ABOUT / SUMMARY

According to The Hire Ups, here are 13 tips to help you write a LinkedIn About section that gets attention:

1. Emphasize your hard skills over soft skills.
2. Show prospective employers how you add value.
3. Include industry-specific keywords.
4. Highlight your passion for your work.
5. Include quantifiable stats or data.
6. Make your summary as interesting as possible.
7. Include special characters and lists to help information to stand out.
8. Include appropriate attachments such as your resume or portfolio.
9. Add personal details to show some personality.
10. Use formatting to improve spacing and readability.
11. Include your achievements and successes.
12. Include relevant facts about your past.
13. End with a call to action.

Read more and see examples [here](#).

JOB DESCRIPTIONS and ACTIVITY

Use the content from our previous email (and copied below) to make sure you've got these two areas of your LinkedIn profile covered!

JOB DESCRIPTIONS: The job description / work experience sections on LinkedIn are keyword searchable, too. So, it's in your best interest to write strong descriptions that include good, relevant keywords. For some inspiration, check out these [Remote Work Job Description Examples](#).

ACTIVITY: LinkedIn isn't just a static place to keep an online career profile. It's a social platform! So, get out there and socialize! One of the best things you can do is to Follow companies you're interested in and connect with the people who already work there. You can also Follow industry organizations and publications, public figures, universities, etc. Once you've done that, start regularly logging on and commenting on the posts that come up on your feed from those companies, people, and organizations.

QUESTIONS?

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