Create a LinkedIn Profile

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What is LinkedIn?

LinkedIn is a professional networking platform that allows you to connect with other professionals, follow different companies/organizations, and find job opportunities. Your profile showcases your personal brand by telling your unique professional story through your work experiences, education, and skills. It's important to have a complete and fully optimized profile because it is a popular platform for recruiters to find future employees. According to Jobscan, 87% of recruiters use LinkedIn specifically to find candidates for jobs and 94% of recruiters use LinkedIn to vet job candidates. LinkedIn also has an advanced job board that we highly recommend during your next job search.

LinkedIn Checklist

Whether you are new to LinkedIn or have had one for a while, it's important to continuously update your profile. Use this checklist to make sure you have all of the essential components on your LinkedIn profile.

- **STEP 1**: If you don't yet have a LinkedIn account, sign up here.
- **STEP 2**: Once you've created an account, review this short video to get started.
- **STEP 3**: Choose a recent, high-resolution **picture** of yourself wearing what you would wear to work. You can find more tips here.
- **STEP 4**: Create a **headline** that conveys your personal brand. If you want to set yourself apart from other professionals, it should be more than just your job title.
- **STEP 5**: Write a **summary** that tells your professional story. You can think of it as your elevator pitch. In 3-5 sentences, highlight your key skills, experiences, and achievements. You can find examples here.
- **STEP 6**: List all relevant work **experience** with a description of each role. Make sure your companies, dates, licenses, and certifications match your resume.
- **STEP 7**: Make sure to add Southern New Hampshire University to the **education** section.
- **STEP 8**: Add at least 5 of your most relevant and marketable **skills**. Your LinkedIn connections can endorse them

YOUR PROFILE IS NEVER COMPLETE! Continue to update your LinkedIn as you get new jobs, earn your degree, and participate in anything related to your professional growth. Here are some additional resources to make your profile stand out:

- LinkedIn for Job Seekers
- 12 steps to a better LinkedIn profile in 2025 (LinkedIn, 2025)
- The 31 Best LinkedIn Profile Tips for Job Seekers (The Muse, 2021)

Once your profile is ready to go (for now), check out our Build your LinkedIn Network article for some guidance around who to connect with!