Rock Your Profile — Ten Simple Steps

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Why you need to optimize both
A LinkedIn profile and a resume serve different purposes.

LinkedIn profile

- Think of your LinkedIn profile as a representation of your professional personality.
- Your LinkedIn profile should read like a ‘narrative’ about your professional persona, in which the reader will gain deeper insights in you as they continue to read your profile.
- Your audience is anyone who would be interested in learning about you.
- Your LinkedIn profile can serve as a supplement, but not a replacement, for a resume.

Resume

- Think of your resume as the initial marketing material to attract a hiring manager.
- Your resume provides the ‘top hits’ of your professional background that quickly illustrate the value proposition you have provided in past professional experiences.
- Your audience is a hiring manager who would be interested in filling a specific job.
- Your resume will serve as an input to your LinkedIn profile.
Recapping the Ten Steps

By optimizing your LinkedIn profile with these 10 steps, you will have a profile that will be more compelling and will be a notch above most LinkedIn members—which makes you more competitive!

1. Add a high-resolution photo that is just you
2. Compliment with a background photo that says something more about you
3. Add your industry and location
4. Add a compelling headline that adds character and humanizes you
5. Draft an engaging summary that provides a brief narrative about your accomplishments and aspirations
6. Detail your work experience in a narrative format (you can start with your resume, but add more color!)
7. Add volunteer experience to round out your work experience
8. Add examples of your work by uploading videos, photos, presentations, websites, etc.
9. Add your key skills and get endorsements for these skills from your connections
10. Request a recommendation (or at least 3!) that add credibility to your background
Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you
Sharing updates vs. publishing posts
HELPING YOU GROW AND ENGAGE YOUR NETWORK

Updates
Share links, articles, images, quotes or anything else your followers might be interested in

Publishing
Deeply explore topics that matter to you, then watch the comments to see your impact
Post with a purpose and always remember...

- **Content matters**: Share with intent, align into your goals
- **Share consistently**: Build a habit of sharing content & tie into your routine
- **Start a conversation**: Be specific, ask a question, get help, or identify an opportunity
- **@Mention to invite others**: Tag in the right people, and boost visibility beyond your network
- **Use relevant hashtags**: Increase discoverability, use hashtags such as #opentowork or #workingremotely
- **Include rich media**: Include a photo or video to draw people in and create engagement
Publishing on LinkedIn

- Becomes part of your profile
- Gets shared with your network
- Reaches the largest group of professionals assembled online
Want a deeper dive? Take the Rock Your Profile course.

https://www.linkedin.com/learning/rock-your-linkedin-profile/