
LINKEDIN PROFILE BEST PRACTICES

Profile Picture:

- Professional headshot or similar quality
- Do not use a photo with animals or other people
- Do not use a photo in a non-professional setting

Title:

- Use current job title or professional field/industry
- Example: Manager –or- Healthcare Marketing

Information:

- Post updated information about current education and experience
- Include certifications, licenses, volunteer organizations and extra-curricular involvement
- Write in full sentences or bullets

Connections:

- Connect with current and potential business associates within your industry or area
- Ask for LinkedIn recommendations for employers and leaders within volunteer and extra-curricular groups

Groups:

- Join groups relevant to your current or potential education and professional fields
- Example: Public Relations Society of America LinkedIn Group
- All LinkedIn Content should be professional in nature and directly relate to your education and career goals, experiences and connections
- Samples:
 - Articles related to job hunting
 - Job postings
 - Best Practices

