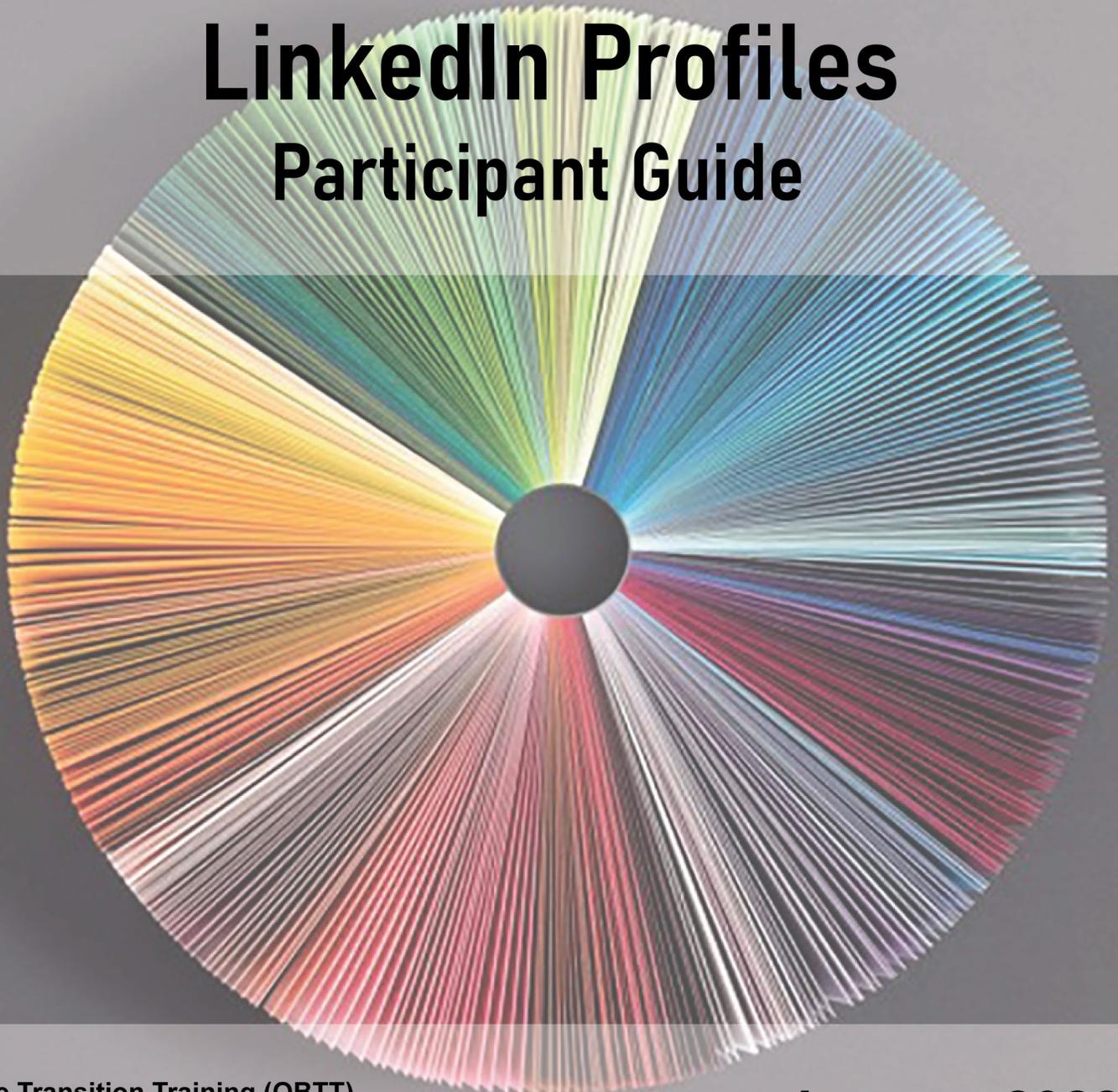




U.S. Department of Labor

LinkedIn Profiles Participant Guide



**Off-Base Transition Training (OBTT)
Veterans' Employment & Training Services (VETS)
Transition Assistance Program (TAP)**

January 2022

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Workshop Introduction

OBJECTIVES

- Define LinkedIn as a professional networking tool.
- Improve your LinkedIn profile.

Welcome to the LinkedIn Profiles workshop. The Department of Labor (DOL) provides this two-hour workshop to veterans, including those veterans currently serving in the Reserve Component (National Guard and Reserve members), and their spouses seeking employment. In this workshop, you will:

- Define LinkedIn as a professional networking tool.
- Improve your LinkedIn profile.

This workshop covers LinkedIn profiles. DOL offers a second LinkedIn workshop for job searches that provides a rare sneak peek into recruiters view on LinkedIn. After improving your profile in this workshop, join the OBTT LinkedIn Job Search workshop to learn how to attract recruiters to your profile and make the most of LinkedIn's job search features.

Workshop Section Focus

WORKSHOP SECTION FOCUS	
Workshop Section	Section Focus
LinkedIn	<ul style="list-style-type: none">• What is LinkedIn?• What does LinkedIn offer job seekers?
LinkedIn Profiles	<ul style="list-style-type: none">• Why is a strong LinkedIn profile important?• How do you make the most of each profile section?

LinkedIn provides job seekers access to career, job, and organizational information. Recruiters use LinkedIn to recruit and screen potential candidates. Job seekers utilize LinkedIn to strengthen their job search and increase their networking capacity.

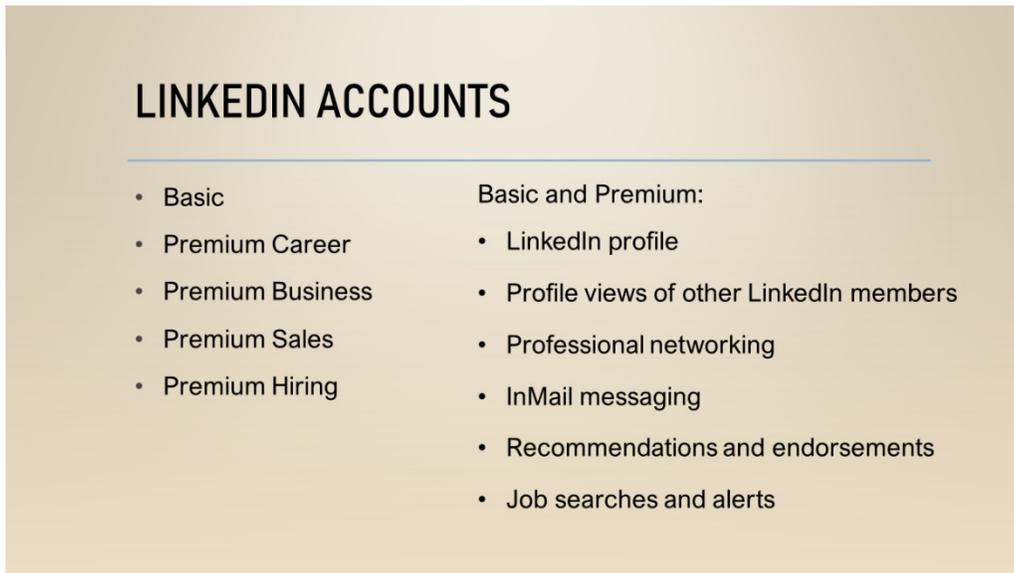
This workshop is divided into two sections. You will learn how LinkedIn is an effective networking tool and how to strengthen your LinkedIn profile.

- Section 1: LinkedIn
 - What is LinkedIn?
 - What does LinkedIn offer job seekers?
- Section 2: LinkedIn Profiles
 - Why is a strong LinkedIn profile important?
 - How do you make the most of each profile section?

Section 1: LinkedIn

LinkedIn is the world's largest professional online network and is an effective way to reach people inside and outside of your existing networking circles, background, and industry. As of 2021, LinkedIn has over 740 million members across more than 200 countries. Popular with job seekers, LinkedIn features 20 million open job listings from over 55 million companies.

LinkedIn Accounts



LINKEDIN ACCOUNTS

<ul style="list-style-type: none">• Basic• Premium Career• Premium Business• Premium Sales• Premium Hiring	<p>Basic and Premium:</p> <ul style="list-style-type: none">• LinkedIn profile• Profile views of other LinkedIn members• Professional networking• InMail messaging• Recommendations and endorsements• Job searches and alerts
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LinkedIn offers job seekers a basic account and four options for premium accounts: LinkedIn Premium Career, LinkedIn Business, LinkedIn Sales, and LinkedIn Hiring. LinkedIn Basic is free. Premium LinkedIn accounts are subscription-based.

With basic and premium accounts, you can:

- Build your LinkedIn profile.
- Search and view profiles of other LinkedIn members.
- Build and maintain a professional network.
- Receive unlimited InMail messages.
- Request and provide recommendations and endorsements.
- Search for jobs.
- Save job searches and get weekly alerts on those searches.

PREMIUM ACCOUNT FEATURES

Premium Career*	Premium Business	Sales Navigator Professional	Recruiter Lite
<ul style="list-style-type: none"> • Get hired and get ahead. • Contact hiring managers. • Compare to other applicants. • Learn new skills. 	<ul style="list-style-type: none"> • Get business insights and expand your business. • Includes Premium Career features • More opportunities to directly contact hiring managers. • Find people to help your job search. 	<ul style="list-style-type: none"> • Generate leads and build clientele. • Find leads. • Get real-time insights. • Build relationships with customers and prospects. 	<ul style="list-style-type: none"> • Find and hire talent. • Find candidates. • Contact talent directly. • Build relationships with prospective hires.

*LinkedIn offers a one-year, complimentary LinkedIn Premium Career account for Veterans, service members, and their spouses.

Premium accounts include additional features to the LinkedIn Basic account, like **unlimited access** to LinkedIn Learning.

- **Premium Career** – Get hired and get ahead.
 - Stand out and get in touch with hiring managers.
 - See how you compare to other job applicants for specific open positions.
- **Premium Business** – Get detailed business insights and expand your business.
 - Enjoy all career features and more opportunities to directly contact hiring managers.
 - Find the right people to help you in your job search.
- **Sales Navigator Professional** – Generate leads and build clientele.
 - Find leads and accounts in your target market.
 - Get real-time insights for warm outreach.
 - Build trusted relationships with customers and prospects.
- **Recruiter Lite** – Find and hire talent.
 - Find great candidates faster.
 - Contact top talent directly.
 - Build relationships with prospective hires.

Complimentary LinkedIn Premium Career Account

For many veterans, service members, and their spouses, LinkedIn offers a one-year, complimentary LinkedIn Premium Career account.

<https://socialimpact.linkedin.com/programs/veterans/premiumform>

For military spouses, the one-year Premium Career subscription upgrade is applicable for each permanent change of station (PCS) move, career change or job loss.

There is much you can do with a free LinkedIn Basic account including building your profile, making connections, building your network, searching, and applying for open positions, and setting job alerts. Remember, after one-year, LinkedIn charges you a monthly subscription fee on the LinkedIn Premium Career account, so time your upgrade to maximize the benefits of the LinkedIn Premium Career account. When you are ready to apply for open positions, a LinkedIn Premium Career account offers additional helpful features to put you a step ahead of the competition.

You must create a free LinkedIn Basic account before you can upgrade your subscription.

Section 2: LinkedIn Profiles

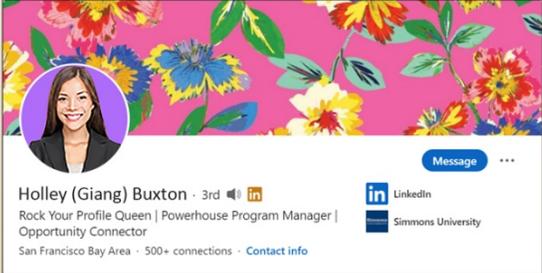
Building a strong LinkedIn profile helps expand your network. LinkedIn makes suggestions based on the commonalities between your profile information and other LinkedIn members. For example, if you worked at the same company or attended the same school, LinkedIn suggests that person as a possible connection. So, building a LinkedIn profile helps you connect with people you may not have considered.

A strong LinkedIn profile aids in your job search too. Listing skills and using keywords in your profile allows the LinkedIn Job Alert feature to find you when your details match a job posting. Recruiters use the same tactics on LinkedIn to search for viable candidates for open job positions. Creating a detailed profile brings opportunities to you.

LinkedIn Profile Sections Overview

LINKEDIN PROFILE SECTIONS OVERVIEW

- Profile Intro (photo, name, headline, etc.)
- About (Summary Statement)
- Experience
- Education
- Licenses & Certifications
- Skills & Endorsements
- Recommendations

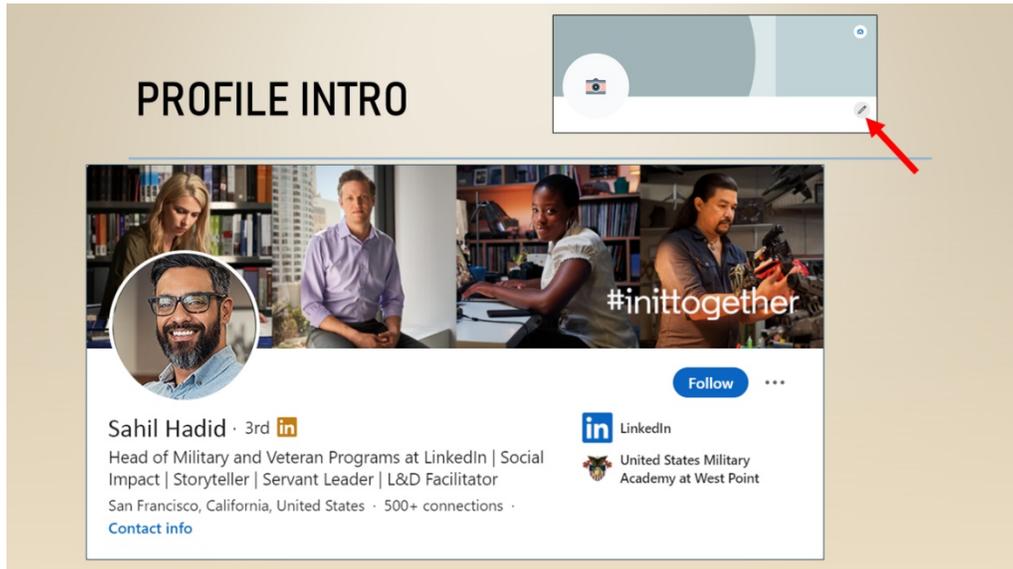


A LinkedIn profile has sections closely related to your resume. Ensure the content you include on your LinkedIn profile matches your **master resume**. Recruiters do not want to be blindsided by a candidate they send to a hiring manager because the experience on the resume does not reflect the same experience in their LinkedIn profile.

LinkedIn profile sections include:

- Profile Intro
 - Photo
 - Name
 - Headline
 - Current Position
 - Education
 - Location
 - Industry
- Contact Information
- About (Summary Statement)
- Experience
- Education
- License and Certification
- Skills and Endorsements
- Recommendation

Profile Intro



Your profile intro is a snapshot of who you are. It includes your background image, profile photo, name, headline, current position, education, location, and contact information. Make this snapshot stand out for the right reasons. Ensure your profile intro represents your professional brand.

Background Image

Our brains are hardwired to notice images first, so your background image is your first chance to grab attention. It is an opportunity to project your professional brand and make your profile more visually appealing to recruiters and future employers. Add a background image that reflects your interests, profession, or a milestone in your career.

Follow these tips when creating your background image:

- Follow LinkedIn's suggested file formats and sizes and take advantage of LinkedIn's filters to create a clean, professional image.
- Use an image that stands out and represents your brand. Remember to keep it professional.

Profile Photo

LinkedIn data shows people with a photo receive nine times more connection requests and up to 21 times more profile views. LinkedIn suggests connections based on schools you attended and companies from past work experience. Without a profile photo, it is harder for potential connections to confirm it is you. This also applies to new connections from networking events. If a LinkedIn search for you returns many people with the same name, your photo may be the deciding factor in making that important connection.

Recruiters spend approximately six seconds looking at your profile intro to determine if you are a candidate they want to read more about. Your photo is the first thing they see. Recruiters look for approachable candidates they feel comfortable sending to hiring managers. This photo is a visual representation of you and your professional brand.

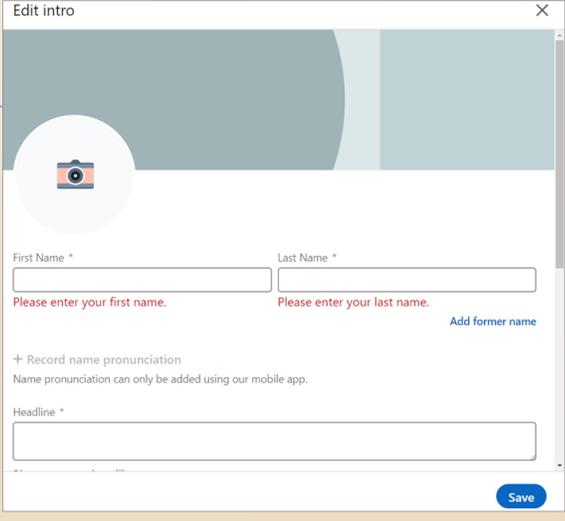
Follow these tips when choosing your profile photo:

- **Use a recent photo that looks like you.** We all have more flattering photos of ourselves from years past but misrepresenting yourself may make potential employers question your credibility. Make certain your face takes up approximately 50-60% of the frame to ensure you are visible in the frame and not a distant, unrecognizable figure.
- **Dress career appropriate.** This may mean business casual for you. Do not overdress or underdress for your career field. If it is not acceptable at work, then it is not acceptable in your profile photo.
- **Be the star—appear alone.** You would not take your child or a pet to an interview, so do not include them in your profile photo unless their presence is applicable to your career, like a pet-grooming service. Remember, this site is dedicated to professional networking. Save the personal photos for other social media sites.
- **Take a clean, professional photo.** You do not have to pay for a professional photo shoot for a profile photo. Just ensure certain quality markers are met:
 - Good lighting
 - Simple background
 - Clean, crisp images (no distortion or blurry images)

Name

NAME

- Use the name you go by.
- Include previous names or nicknames, if appropriate.
- Use the pronunciation feature if your name is difficult to pronounce.



First Name *

Last Name *

Please enter your first name. Please enter your last name. Add former name

+ Record name pronunciation
Name pronunciation can only be added using our mobile app.

Headline *

Save

To make it easier for people to find you, use the same name on LinkedIn you use when you introduce yourself. For some, that might be a nickname or shortened version of a proper name. Use the Former Name field to add former names, or nicknames, if you choose to display your full name and nickname together. Only include your name in the Name field—do not put contact information (phone numbers, emails, etc.). Use the Pronunciation feature if your name is difficult to pronounce or does not read in English like it is spelled.

Headline

HEADLINE

The following are headlines from LinkedIn profiles:

Connector | Cross-Functional Team Builder |
Coach | Proud Marine Spouse

Accountant | Data Analytics

Web Designer | Graphic Design |
Photography

Career Coach | Outplacement | Job Search
Specialist | Employer Branding | Human
Resources

Staff Instructor, Business & Education at LinkedIn
Learning | Teacher | Learner | Game-Changer

Your headline is the LinkedIn equivalent to a headline in a news feed. It needs to grab attention to entice the viewer to keep reading. The headline not only shows up on your profile, but also in the home feed every time you post or publish content on LinkedIn. You have a limited number of characters in the Headline field to draw potential connections and future employers to your profile content. Ensure it accurately represents your professional brand.

Activity: Headline

ACTIVITY: HEADLINE

Craft your headline keeping these tips in mind:

- Include your role.
- Use keywords for your industry.
- Use vertical bars (|) to separate titles, phrases, and top skills.





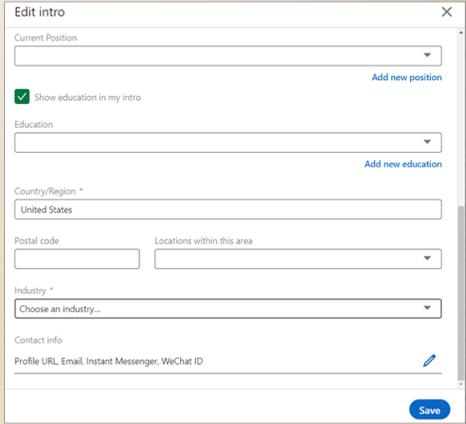
Follow these tips for your headline:

- **Include your role.** This may include your title and/or what you do.
- **Use keywords for your industry.** Recruiters use keywords to search for potential candidates on LinkedIn. The system searches based on how many times the keywords appear in a profile and if they appear in the headline. When the keywords are in the headline, you have a better chance of moving up in the search results. Choose your top skills for your career and include them in your headline.
- **Use vertical bars (|) to separate titles, phrases, and top skills.** Because you are including job titles, keywords, skills, and phrases that might not necessarily link, ensure you separate each with a space, vertical bar, and another space. (Find the vertical bar key under the backspace key on your keyboard.)

Current Position and Education

CURRENT POSITION AND EDUCATION

- These fields populate from your Experience and Education profile sections, but you can edit here for your Profile Intro.
- LinkedIn makes displaying your education optional.



Current Position and Education fields populate from the Education and Experience sections. The logos show up on the Profile Intro. Displaying your education is optional. LinkedIn suggests companies based on your text entry. Ensure you choose the correct company and school when completing the Education and Experience sections because LinkedIn suggests connections based on that data. Plus, recruiters and hiring managers can select the company logo to go directly to your experience at that company and select the company logo again to go to the company's LinkedIn profile.

Location

LOCATION, INDUSTRY, AND CONTACT INFO

Location

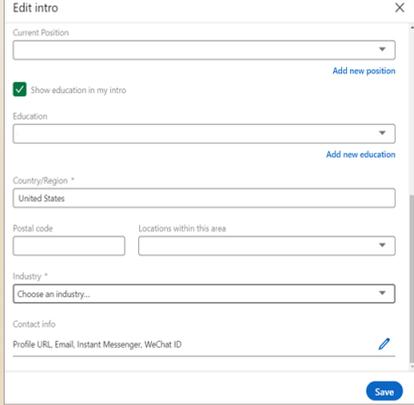
- Include location for more profile views.
- Strategically choose your location.

Industry

- Include industry to appear in more searches.
- Choose best fit for the Industry field.

Contact Info

- Include various methods of contact if you have them.
- Ensure your contact information represents your professional brand.



The screenshot shows the 'Edit intro' form with the following fields: 'Current Position' (dropdown), 'Education' (dropdown), 'Country/Region' (dropdown, currently set to 'United States'), 'Postal code' (text input), 'Locations within this area' (dropdown), 'Industry' (dropdown, currently set to 'Choose an industry...'), and 'Contact info' (text input). There are also checkboxes for 'Show education in my intro' and 'Add new position', and a 'Save' button at the bottom right.

Members who include their location receive up to 19 times more profile views, and including the city makes it more likely to be found by members in your professional community. This includes connections, recruiters, and potential employers.

Include your current location. If you know you are relocating soon, you may put your future location to start building contacts in that location. Remember, relocating, and relocating upon a job offer, are two different plans. If your move is certain, selecting that location benefits you. But if your move is dependent on a job offer, the hiring company may incorrectly assume you already live in that location which can cause issues and confusion. For instance, they may not have relocation funds for that position.

Recruiters do search for candidates by location, so this strategy is a personal decision you need to make. Keep in mind, when you add job preferences to your profile, you have the option to add multiple locations.

Industry

Consider your LinkedIn profile as a work in progress and use it strategically. For instance, you can change your industry and location periodically to show up in other searches that fit your career criteria. Consider strategies like these as you work your LinkedIn profile.

Contact Info

Include websites, email, and other contact information or social media sites you want displayed. For instance, if you are a graphic designer or photographer, you might have a website or other social media dedicated to your work. Ensure the sites you include represent your professional brand and are strictly for business use and not personal.

About (Summary Statement)

ABOUT (SUMMARY STATEMENT)

The following are summaries from LinkedIn profiles:

I'm a passionate educator and instructional designer, dedicated to improving educational opportunities for everyone and revolutionizing the education system. I believe it's critical to provide real-world, personalized, high-quality educational opportunities for everyone...

I love writing code. Ever since writing my first program in Python and manipulating it to produce a desired output, I have been obsessed with the idea of using software to solve practical problems. Software engineering is a never-ending puzzle that...

I'm an aspiring leader who connects people to ideas so they can unlock potential and achieve the impossible. My mission is to create one-of-a-kind development experiences and high impact learning tools that promote productivity, innovation and collaboration in the workplace...

Your Profile Info grabbed their attention, now use your summary statement to tell them who you are. The summary is the number one profile section recruiters view on LinkedIn. It is the LinkedIn equivalent of your elevator speech; it differs only in length. Where your elevator speech is short enough for a brief elevator ride, your summary statement needs to be longer. In fact, a LinkedIn summary **requires a minimum of 40 words** for your profile to appear in recruiter searches. Take the opportunity to be robust and include as many keywords as possible. Use your summary statement to introduce yourself, state your goal, explain how you provide value, and showcase your skills, experience, and accomplishments.

Activity: About (Summary Statement)

ACTIVITY: ABOUT (SUMMARY STATEMENT)

Craft your summary statement keeping these tips in mind:

- Write in the first person (I, me).
- Write a minimum of 40 words to appear in recruiter searches.
- Let your personality and professional brand shine.
- Include who you are, what you do, and your contributions or impact on business.
- Use keywords relevant to your position and industry to show up in more searches.



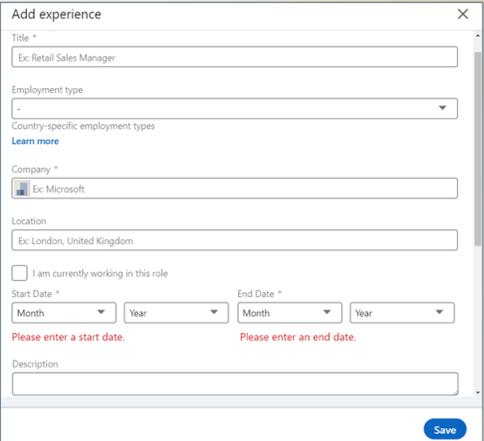
Follow these tips for your summary statement:

- Write in the first person (I, me).
- Write a minimum of 40 words to appear in recruiter searches.
- Include who you are, what you do, and your contributions or impact on business.
- Use keywords relevant to your position and industry to show up in more searches.

Experience

EXPERIENCE

- Write in first person, but leave out the pronouns (I, me).
- Use STAR (Situation, Task, Action, and Result) statements to highlight your skills and accomplishments.
- Use keywords relevant to your position and industry to show up in more searches.
- Include media and examples of your work if applicable.



Like your resume, your professional experience focuses on your most recent jobs (if you have many past jobs) and the most relevant jobs to the career you are seeking. List your work experience in this section and relevant volunteer positions under the Volunteer section. Complete all fields so recruiters and potential employers see a full picture of your work experience.

Ensure your experience on LinkedIn matches your resume. Recruiters do not want to be surprised by unknowingly sending a candidate with a completely different resume to an interview with a hiring manager. You can copy and paste your experience from your resume or rewrite it, but make sure it matches in tasks and outcomes.

Also take this opportunity to expand on your resume. LinkedIn is not your resume, so you may expand on each task and accomplishment for each role that would not necessarily fit on your resume. This is an excellent place to add keywords. **The more a keyword appears in your profile the higher you are on a recruiter's search for that keyword.** So, if someone's profile has Project Manager 12 times and yours has that keyword 15 times, you will appear higher in the search. Add the same keywords to multiple roles as it will help recruiters find you.

feature's purpose is to alert your network when you have a promotion or job change, not to alert them to each step of your profile build.

Follow these tips to ensure your Experience section is complete and matches your resume:

- Write in first person, but leave out the pronouns (I, me).
- Use STAR (Situation, Task, Action, and Result) statements to highlight your skills and accomplishments.
- Use keywords relevant to your position and industry to show up in more searches.
- Include media and examples of your work if applicable.

Education

EDUCATION

Complete applicable fields (date field optional unless it is an anticipated graduation date).

Add education

School *
Ex: Boston University

Degree
Ex: Bachelor's

Field of study
Ex: Business

Start Year: Year End Year (or expected): Year

Grade

Activities and societies

Share with network
or If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)

Save

A profile with education listed gets 11 times more profile views. LinkedIn uses your schools to suggest connections and help you grow your network. Including your education also helps recruiters match you to job requirements. Complete all applicable fields, but if you are not comfortable, you do not have to complete the dates on your degrees unless the date is an anticipated graduation date.

Licenses & Certifications

LICENSES & CERTIFICATIONS

Include licenses and certifications relevant to your career goals.

Add licenses & certifications X

Name *

Issuing Organization *

This credential does not expire

Issue Date

Month ▼

Year ▼

Expiration Date

Month ▼

Year ▼

Credential ID

Credential URL

We no longer share changes to licenses & certifications with your network. [Learn how these are shared and when](#)

Save and add another
Save

Like other sections of LinkedIn, including your license and certifications ensures you will show up in more keyword searches and helps recruiters match you to job requirements. Include all current licenses and certifications.

Skills & Endorsements

SKILLS & ENDORSEMENTS

Skills

- List skills to highlight qualifications, abilities, and expertise.
- List all relevant skills to show up in keyword searches.

Endorsements

- Ask colleagues, supervisors, and clients to endorse your skills.
- Endorse skills for others too.
 1. Scroll down on your contact's profile page.
 2. Choose the skill you want to endorse.
 3. Select the **Add** icon to the left of the skill.

Skills & Endorsements

+ Project Management · 1
James Black has given an endorsement for this skill

+ Leadership · 1
James Black has given an endorsement for this skill

Page 20

appear in more keyword searches. Choose the skills that prepopulate in LinkedIn as you type. These skills are more likely to be searched by recruiters. If you have additional skills that are not in the pre-populated list, add those skills to all relevant jobs in your Experience section.

Ask colleagues, supervisors, clients, and others on LinkedIn to vouch for your skills and experience. Include supervisors and colleagues from volunteer work as well. An endorsement is an acknowledgement by a LinkedIn member that you have a skill you claim to have. Recruiters like to see that others vouched for you. Having a current company employee endorse you increases the odds an employer will hire you because it lowers the risk of employing someone who does not fit the team or organization. Employers want someone with proven skills, experience, and a personality that will fit with the team. Referrals lead to many employment hires.

Your connections can endorse your skills with a click of the mouse. Encourage others to endorse your skills by endorsing theirs first.

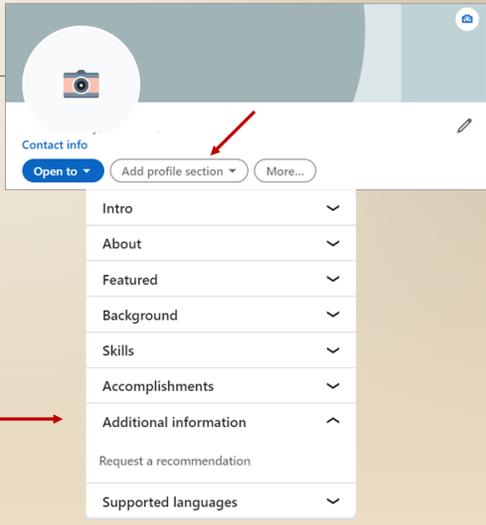
Recommendations

RECOMMENDATIONS

Ask colleagues, supervisors, and clients to recommend you.

1. Select **Add profile section** on your Profile Info screen.
2. Select **Additional Information**.
3. Select **Request a recommendation**.

Recommend others too.



The screenshot shows the LinkedIn profile settings interface. At the top, there is a header with a camera icon and a 'Contact info' label. Below this, there are three buttons: 'Open to', 'Add profile section', and 'More...'. A red arrow points to the 'Add profile section' button. A dropdown menu is open below the 'Add profile section' button, listing various profile sections: 'Intro', 'About', 'Featured', 'Background', 'Skills', 'Accomplishments', 'Additional information', 'Request a recommendation', and 'Supported languages'. A red arrow points from the text 'Recommend others too.' to the 'Request a recommendation' option in the dropdown menu.

In addition to endorsements, seek recommendations from colleagues, supervisors, clients, and others on LinkedIn. Recommendations are written statements by a LinkedIn member vouching for the quality of your work. LinkedIn gives you the option to review and approve the recommendation before you post it to your profile. Positive recommendations give employers a sense of who you are and what you can do. It gives

employers a reason to trust one candidate over another who does not come as highly recommended.

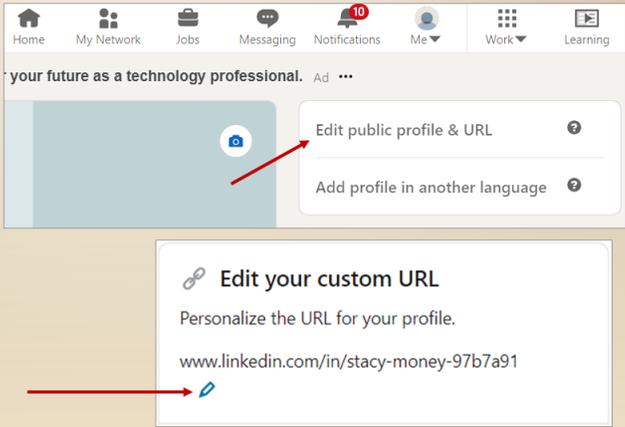
Remember to recommend others too. It is all part of building your network. Take the OBTT LinkedIn Job Search workshop to learn how to grow your network by connecting with new people, joining groups, and following organizations on LinkedIn. The workshop also provides a rare sneak peek into recruiters view on LinkedIn and information on LinkedIn job searches and job search alerts.

Activity: Personalized LinkedIn URL

ACTIVITY: PERSONALIZED LINKEDIN URL

Customize your URL.

1. On your profile screen, select **Edit public profile & URL**.
2. Select the **pencil icon** and edit your URL.



The image shows a screenshot of the LinkedIn mobile app interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar, there is a header for a profile with the text "your future as a technology professional." and an advertisement. A red arrow points to the "Edit public profile & URL" option in the profile menu. Below this, there is a section titled "Edit your custom URL" with the text "Personalize the URL for your profile." and the current URL "www.linkedin.com/in/stacy-money-97b7a91". A red arrow points to a pencil icon next to the URL, indicating where to click to edit it.



The logo for the activity, featuring the word "ACTIVITY" in a stylized font with a pencil icon.

Free LinkedIn Learning Profile Courses

Search LinkedIn Learning for free LinkedIn videos on building and improving your profiles, networking, and maximizing LinkedIn as a professional tool.

The following courses cover LinkedIn profiles and are available to the public for free:

- Rock your LinkedIn Profile with Lauren (Hipschman) Jolda:
<https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin>
- Learning LinkedIn with Oliver Schinkten: <https://www.linkedin.com/learning/learning-linkedin-2021/get-started-with-linkedin>
- J.T. O'Donnell on Making Recruiters Come to You with J.T. O'Donnell:
<https://www.linkedin.com/learning/j-t-o-donnell-on-making-recruiters-come-to-you/welcome>

Recap and Closing Remarks

RECAP

- What steps will you take to enhance your LinkedIn profile?
- What images will you use to reflect your professional brand?
- How will you improve your headline and summary statement to include keywords while demonstrating your personality?
- What will you add to each work experience to appear in more keyword searches?

Congratulations! You have taken steps toward setting yourself up for success. Continue developing your LinkedIn profiles and expanding your network to increase your chances of landing your next job.

Discovered LinkedIn as a professional networking tool.

Improved your LinkedIn profile.

Thank you for your participation and your service.

Appendix

LinkedIn Basic Account Setup

<https://www.linkedin.com/home>

