

Making the Most of Your Online LinkedIn Profile

Virtual interviews are here to stay – Polishing-up your online profile in advance of an interview will make ‘getting to know you’ easier.



The importance of a good LinkedIn profile is ever-present in our hybrid-focused work environment and small updates can lead to big opportunities like finding a new job or meeting other people who share your definition of success. [Hansell Tierney](#) shares some tips on making the most of your online LinkedIn profile:

Customize & Personalize

Professional Photo Tips

A professional, yet friendly, headshot is the easiest way to make a good first-impression. According to LinkedIn, profiles with a photo are **7x more likely to be viewed** than those without.

Customize your cover photo rather than set to a default – creative and personalized photos lead to **21x more views, 9x more connection requests** and **36x more messages**. *Remember to keep it professional!*

Pro Tip – customizing your LinkedIn URL to your name will not only boost the appearance of your professional profile but will also lead to a greater chance of hearing back from employers.

Set Your Statuses

If you're open to work/opportunities – leave recruiters a note that provides context and what you're looking for in your new role. You can also mention if you're actively or passively searching and open to the right offer if it presents itself.

Pro Tip – don't forget to manage your privacy and adjust who can see your updates, turn off the "people also viewed" function – *There's no need to help the competition!*

Sell Yourself with *Specifics*

Have a Headline

Even though people tend to forget about them, headlines are **vital** and can play a key role in helping you sell yourself!

Add job titles you're interested in or considering. Make sure to note if you're looking for a Full-Time, Part-Time, or open to Contract positions.

Pro Tip – identify keywords from your ideal Job Descriptions and use the top 3-5 words in your own Experience descriptions, always avoid clichés and hyperbolic keywords!

Tell Us About You

Your "About" section should focus more on selling, not summarizing yourself. Create an opening statement that includes keywords and case study bullets that highlight your biggest accomplishments and projects.

Pro Tip – if you have client testimonials, now is the time to include them!

Conclude with a final bullet or two speaking to any *relevant* extra-curricular or cultural initiatives with a closing statement of what opportunities you get excited about and how to get in touch.

Exercise Your Experience

The best way to stand out and present yourself as a true professional is to turn work duties into accomplishments with **quantifiable details**, concrete **results**, awards, accomplishments, metrics, website links, articles, media, etc.

Pro Tip – use a simple formula to articulate your experience for a particular job or career field.
ex. accomplished **X** as measured by **Y** by doing **Z**

DO: write in first person – more sincere sounding – include 3-5 clear, *concise*, and structured sentences with relevant data.

DON'T: write just one sentence, include your entire life story, or feel the need to gloss over any gaps in employment without explanation, but **do** skip over any irrelevant work experience.

Now Get to Work!

Put these online profile tips to work and browse [Hansell Tierney's job-board](#) to connect to our network and find your dream job.

Pro Tip – use LinkedIn's [Social Selling Index](#) to test out your score and see how you rank against your network, within your industry, and how to boost yourself as a Social Selling Leader.

Resumes are professional past, let LinkedIn be your career future!

Contributions: Jan O'Brien – [Technical Resume Writer](#) *