

♦ Before working on your profile content:

. Profiles' search done by recruiters on LinkedIn are driven by **key words**. Identifying the ones that are relevant for the job you target before filling in your profile is thus a pre-requisite.

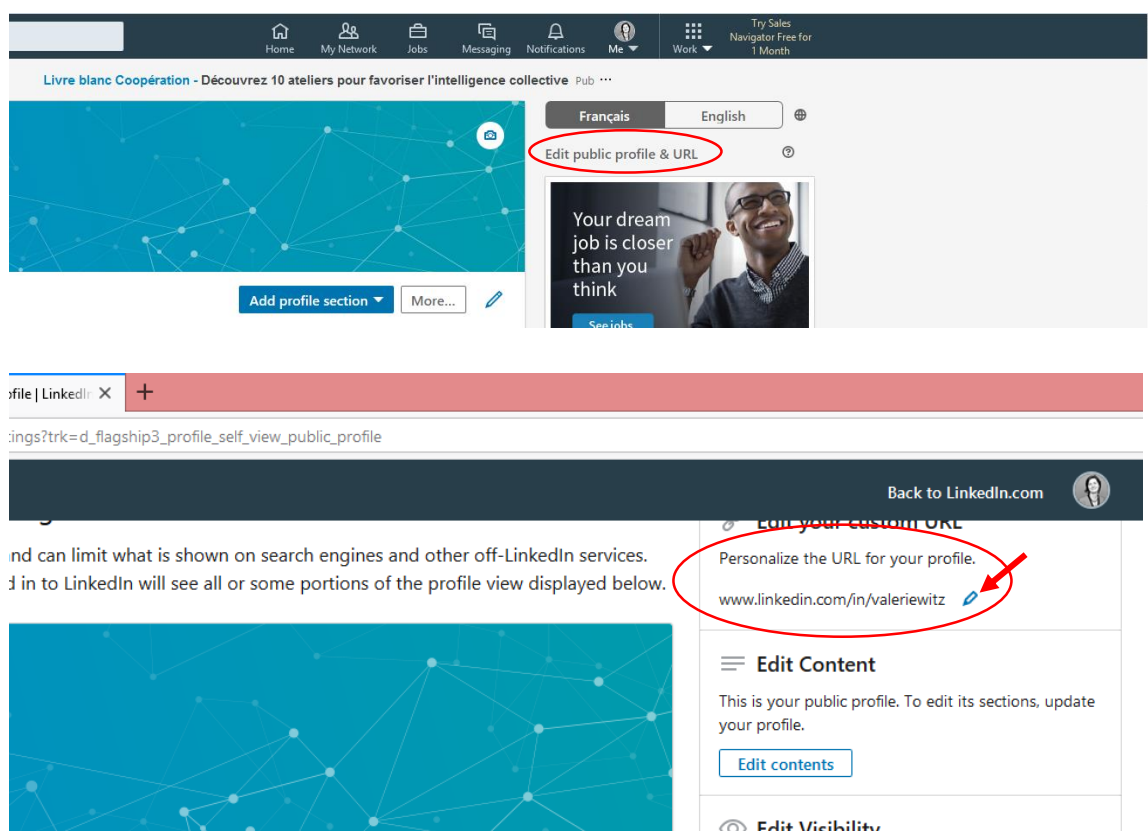
→ To help you, you can have a look at job offers, profiles from other persons on LinkedIn, organization charts from companies on their website, ...

. Customize your URL:

Format: <https://www.linkedin.com/in/firstnamename/>

It will allow you to include the link to your profile in your resume and/or your mail signature.

→ When you are on your profile:



The screenshot shows the LinkedIn profile editing interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. Below this, there's a banner for 'Livre blanc Coopération - Découvrez 10 ateliers pour favoriser l'intelligence collective'. The main content area is divided into two columns. The left column has a blue background with a network diagram and a button 'Add profile section'. The right column has a white background with a profile picture placeholder and a button 'Edit public profile & URL'. Below this, there's a section titled 'Edit Content' with a button 'Edit contents'. At the bottom, there's a section titled 'Edit Visibility'.

The URL bar shows the profile URL: <https://www.linkedin.com/in/valeriewitz>. The 'Edit public profile & URL' button is circled in red. The 'Edit Content' section is also circled in red, and the 'Edit contents' button is highlighted with a red arrow.

- . Chose the language

It's possible, and recommended, to have your profile in your country language AND English, especially if you target a job with an international dimension and/or an international group.

- . Establish your banner

Consistent with your profile and project

It is a differentiating element.

You can do it via Google « LinkedIn background ».

- . Define your privacy parameters

- ➔ Me / settings & privacy / how others see your profile and network information

(and other options)

- . Also customize your criteria for job search

- ➔ Me / settings & privacy / job seeking preferences

PROFILE CONTENT

1. TITLE

- ♦ Indicate the targeted job / position
(not your today's title if you are looking for a new job)
- ♦ Do not hesitate to use different wordings, to optimize your chances to be found in a search by key words.
Ex: CFO / Global Head of Finance and Administration / ...

2. 'ABOUT' SECTION

- ♦ Only the first lines appear on your profile before clicking to see more, they are thus essential.
- ♦ This section corresponds to your pitch, in an even more synthetic version: who you are, your key skills and realizations, your project
→ Ensure that the reader wants to know more

3. EXPERIENCE

- ♦ This part is very close to your resume, with a major think to add: the key words you have previously identified for the job you target need to be there, if possible repeated several times, so that your profile appears in the relevant job searches.
- ♦ As for the resume, the idea is not to tell the whole story about you. Develop the experiences that better serve your project and highlight relevant realisations.

4. OTHER SECTIONS

- Education
- Skills

Chose and put in top of the list the 3 major skills for which you want to be recognized and important for the position you target: those are the ones which will be seen by default.

- And then select the other sections you want to fill in (volunteer experience, accomplishments – languages, publications, projects, ...)