**LinkedIn Profile Development Template**

**Picture:** (Get a professional picture of you and only you)

**Name:** (Keep your name simple, but include certifications that are important to your current work)

**Bi-line:** (Use a descriptive bi-line that fits who you are)

**Personalized URL:** (Customize your LinkedIn URL)

**Contact Information - Telephone and Email:** (Include your contact information if you want them to reach you directly without using LinkedIn)

**Summary:** (Your resume summary works great here. But use your biography if you need to change your resume summary frequently)

**Specialties:** (Add a short list of your specialties here. This is your first opportunity to get the right key words into your profile)

**Projects:** (Here’s your opportunity to show your selected accomplishments)

**Experience – Current Position:** (Write a strong, but concise summary of what you do in your current role. Leave achievements out of this section so that the reviewer must call you to see which of your achievements occurred in which position.)

**Potential References for this position:** (Get 1-2 recommendations for each position held, including one from your boss at the time)

**Previous Positions:** (Again, a clear and concise summary of what you did without achievement statements)

**Potential References for this position:**

**Repeat Position Description and References for all Positions to be covered:** (Old positions don’t necessarily need recommendations)

**Additional Key Words to add after last job position summary:** (Here is your best chance to get all of the key words you need into this profile. Put this at the end of your last position description using a short line and spaces to delineate this from your positions held.)

**Certifications:** (Place any certifications that you have just after your experience. Get appropriate certifications if you haven’t already.)

**Organizations and Leadership Positions Held:** (Organization affiliations show that you are engaged beyond the job)

**Education:** (Include all education relevant to the position, eliminating the graduation date if age concerns exist)

**Courses:** (Include courses that are applicable to the positions that you are seeking)

**Volunteer Experience and Causes:** (Here’s your opportunity to show your passion for helping other people. Be cautious about including too many causes.)