

**1** **Photo**

**2** **About**

**3** **Featured**

**4** **Experience**

**5** **Education**

**6** **Skills & endorsements**

# Your profile is complete only if it's completely you.

- 1. Photo**

For starters, add a photo. It helps others recognize you and see that you're authentic. It doesn't need to be perfect or professionally shot. Choose a recent picture that shows who you are — professional but also approachable. Pro tip: Upload your photo, then polish it up with our filters.
- 2. Summary**

This is your career snapshot. Think of it as your personal “elevator pitch.” Introduce yourself, describe what you do, and highlight your strengths. Pro tips: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.
- 3. Feature pictures, videos, and posts**

Adding media is a great way to engage others and bring your work to life. Pin videos, pictures, links, posts, and articles you are most proud of to your Featured section. This helps you tell your professional story in eye-catching ways.
- 4. Experience**

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise, and focus on impact and results. Bullet points work great to highlight key accomplishments.
- 5. Education**

Be sure to include where you went to school and what you studied. Add any relevant licenses, certifications, or accomplishments that you've achieved along the way.
- 6. Skills**

Add skills you want to be known for — and that can be endorsed by your connections. List both hard and soft skills, and show your proficiency for hard skills with skill assessments.