

Your LinkedIn profile tells a story



Picture of you should be friendly, professional, and RECENT.



Your **title** should include **keywords** for the jobs that you want – it can be more than just your current title.



Background photo can add some personality and a human touch, showcase your skills or talent.



About section tells the story of who you are, what you do, and why someone would want to hire you. Tell the story!



Add a **summary for each position** that highlights accomplishments and specific skills.



Fill out the **volunteering, skills** (keywords!), and **education** sections to round out your profile.



Interaction bumps your profile up in search results.

