



## HOW TO JOIN LINKEDIN AND CREATE YOUR PROFILE

### Joining LinkedIn

1. Go to the LinkedIn sign up page at [https://www.linkedin.com/start/join?trk=hb\\_join](https://www.linkedin.com/start/join?trk=hb_join)
2. Type your first name, last name, email address, and a password you'll use. Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed on LinkedIn.
3. Click **Join Now**.
4. Complete any additional steps as prompted.

### Preparing to Write Your Profile

Use this guide to build a profile that quickly tells an impactful, professional story. Give viewers a glimpse into who you are and get them excited to learn more. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

#### 1. PHOTO

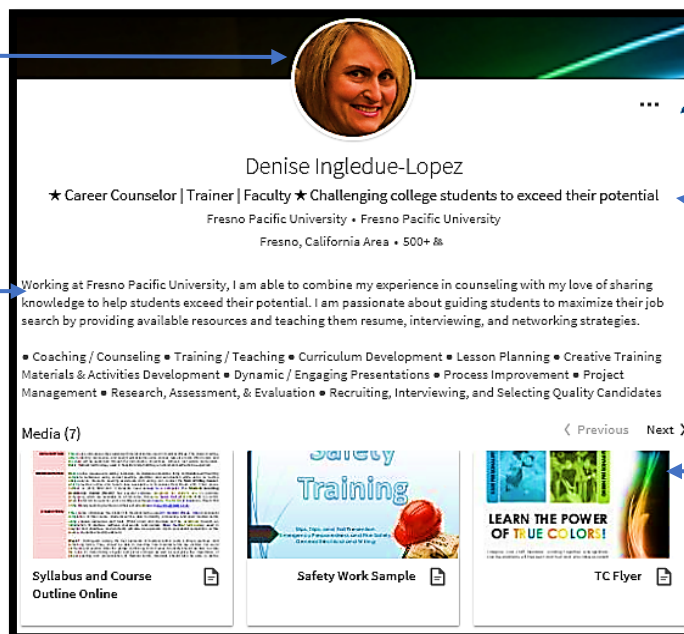
Select a photo that represents you professionally. This helps humanize your profile and makes you more approachable.

#### 2. PITCH

Think of your summary as your "elevator pitch." It should tell people what they can expect from you, and describe what you do to someone who's unfamiliar with your job. Highlight your strengths.

#### 5. PROSE

LinkedIn is not a job board, so your experience doesn't have to read like a resume. Simply summarize your experience in 2 – 3 concise sentences. Describe your major wins or projects for each position, and the value you brought your team.



#### 3. PERSONALIZE

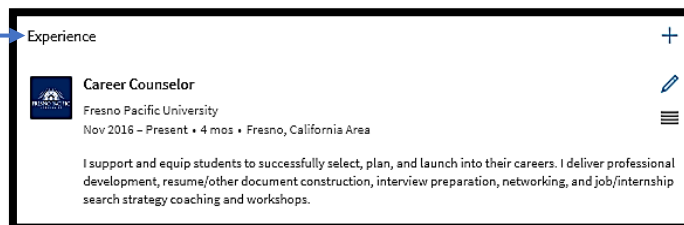
Your profile is the front page of your story. The headline is a great way to show your value and passion in one quick line. Make the reader want to read more.

#### 4. PICTURES & VIDEOS

Use photos, videos, presentations, and other rich media to make your story jump off the page. This is also a great way to showcase your company & employer brands.

#### 6. PASSION

Above all, let your passion for what you do come through in your profile. Get creative and don't be afraid to show your personality.





## MY PROFILE MY STORY

Let's create smart and memorable content for your profile. Answering these questions will have you writing your experience, summary, and headline like a pro.

When thinking about the work I do, what words do my peers / managers consistently use to describe my work?

How would I describe what I do to someone completely unfamiliar with my field?

What do I want to be professionally known for?

What can people expect me to bring to the table?

What do I love most about what I do?

Tip: If you're not sure where to start, take a look at your most recent performance review. You may be able to pull good examples from there.

Source: Talent **Connect**