

# Quick guide: create an "All-Star" LinkedIn profile

Want to increase your chances of being ranked higher in the search results when looking for a job: then you need a complete and robust profile in LinkedIn. It helps you to highlight your skills, experience and goals in a professional way that also displays your unique characteristics. LinkedIn shows how robust your profile is by ranking it's strength status from "Beginner" to "All Star".

You will achieve "All Star" status by including the following sections in your profile:

## Picture

- Upload a current photo that shows you in a professional and inviting manner.

**Professional headline** This is the sentence that shows up under your name.

- You have 120 characters to give an impression of your skill, expertise and/or your goal
- Use keywords specific to the industry or branch
- Be specific: "TU Delft student" is too vague v/s "Available – MSc TU Delft Aerospace Engineer/ Specialist in fluid dynamics | Experience in Automotive industry"

## Summary

- Make use of the 2000 characters to highlight your professional interests, personality, your career story and accomplishments.
- It is acceptable to use less formal tone than in your CV and include keywords to emphasize and tell your story.

## Experience

- List your current position and 2 previous positions you have held and include descriptions of your roles
- You can include part time jobs, summer jobs or projects you have participated in during your study
- Formulate the title of the position to be descriptive and to include keywords that reflect your role "Student Assistant" v/s "Student Assistant –Test analyses, Website design"
- In the role's description list not only your tasks, but also the value you have provided and used skills

## Education

- List your secondary school, university, trainings - it will help you to connect to alumni and build a network.

## Skills

- List minimum 5 skills, however the longer the list, the more versatile profile you are presenting
- Display first skills you want to be highlighted by manually changing the order

## Fill out your industry and postal/zip code

## Develop your LinkedIn network to include minimum 50 connections

- Send invitations by writing a personalized message, rather than using the standard note
- Note on how to accept invitations

## Languages, Volunteer work, Recommendations, Interests, etc.

Good to have sections