

# Bring your LinkedIn profile to the next level



## 1. Complete your LinkedIn profile

Fill out your LinkedIn profile and keep it up to date – this is your opportunity to provide recruiters with further insights into your experience and strengths.

*LinkedIn helps you here: it shows you the 'completeness' of your profile and points to sections that you could still add or elaborate on.*

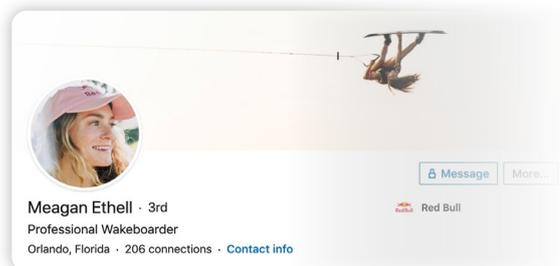
### About

✓ Looking good, Ian  
This section is complete.

## 2. Add a profile picture

Upload a professional profile picture and make sure it is publicly visible. Research indicates that users with profile pictures are perceived more socially attractive and competent.

*Tip: Choose how formal your profile picture looks depending on your target industry and company.*



## 3. Write a profile summary

Your profile summary can be where you define your unique selling point.

*Tip: Check out [LinkedIn's post](#) on how to write and boost your profile summary.*

### About

Goal-oriented Talent Management/ HR leader with a track record of achieving positive results through the creation and implementation of people...

## 4. Add your job expectations

In the profile options you can add and edit your job expectations. This way recruiters can easier find you and are able to provide you with suitable job offers. You can also restrict the visibility of this information to recruiters only.

Show recruiters you're open to work — you control who sees this

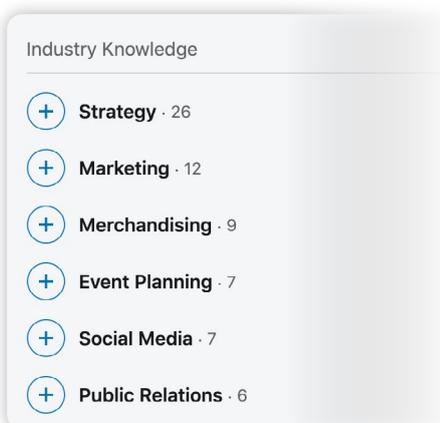
[Get started](#)

## 5. Individualize your LinkedIn URL

Customize your profile with an individualized and clean URL ([linkedin.com/yourname](https://www.linkedin.com/yourname)). [Click here](#) to find out how. *Tip: Add your LinkedIn URL to your CV to make it easy for recruiters to find your profile.*

## 6. Present your skills

In the section 'I offer', you can list your key skills. If you are unsure of what skills you should list, check out the skills listed in relevant job descriptions and go for inspiration to 'Campus' > 'Jobs A-Z' and look for your dream job.



## 8. Follow relevant companies

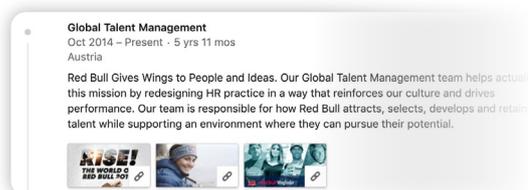
This way, you will be the first one to know when a new job posting is up. You will also learn more about the company through their posts – this might come in handy when interviewing with them.



## 7. Attach relevant documents

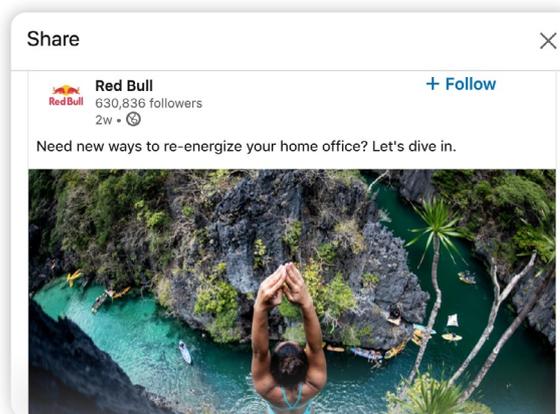
Add your top Talent Passport to your profile by clicking on 'Add profile section' > 'Featured' > 'Media'.

You can also upload a picture or document of your study project or articles. This way, any recruiter immediately sees what you bring to the table.



## 9. Create your digital footprint

Be active, share articles that you find inspiring or share your own articles or blog posts. This way you can inform others about what you find inspiring, what you are passionate about and show them where your strengths are.



# Find out more

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