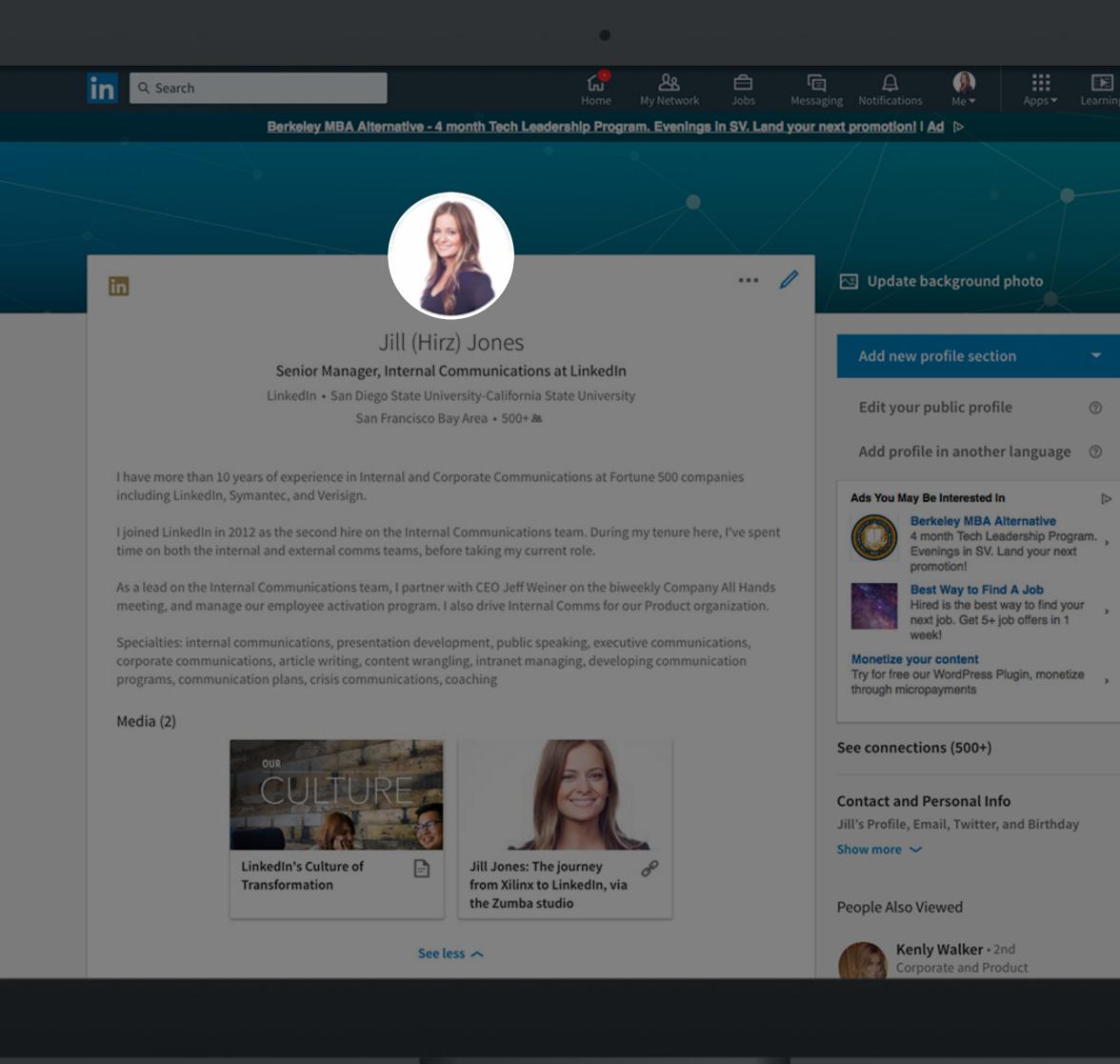
# Your Guide to LinkedIn



## Building your profile





Members with a photo get up to: 9x more connection requests 21x more Profile views 36x more messages

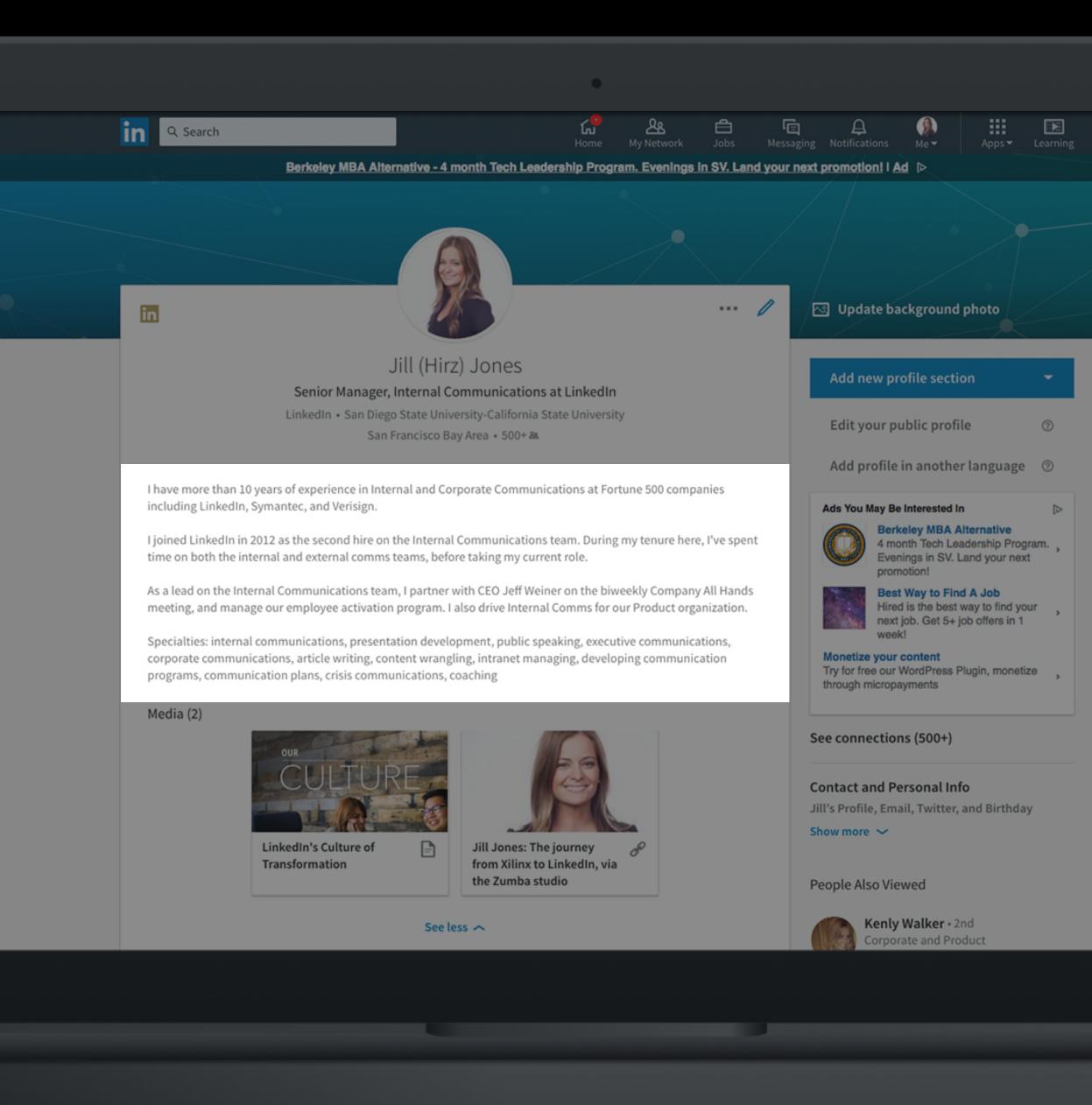
Þ

Q Search	Home My Network Jobs Messaging Notifications	
	Edit intro Former Name Hirz	×
In the more than 10	<ul> <li>Visible to: Your connection</li> <li>Headline</li> <li>Senior Manager, Internal Communications at LinkedIn</li> </ul>	ns und photo
	Current Position Senior Internal Communications Manager at LinkedIn	ection
	Add new position Education San Diego State University-California State University	ther language
including LinkedIn, I joined LinkedIn in 1 time on both the int	Country ZIP code	ted In <b>BA Alternative</b> h Leadership Progra SV. Land your next
As a lead on the Inte meeting, and mana Specialties: internal	United States  95030 Locations within this area	<b>Find A Job</b> best way to find you t 5+ job offers in 1
corporate communi programs, commun	San Francisco Bay Area	t ess Plugin, monetiz
Media (2)	Public Relations and Communications	, )+)
	I joined LinkedIn in 2012 as the second hire on the Internal Communications team. During my tenure here, I've spent time on both the internal and external comms teams, before taking my current role. As a lead on the Internal Communications team, I partner with CEO Jeff Weiner on the biweekly Company All Hands meeting, and manage our employee activation program. I also drive Internal Media	I Info tter, and Birthday
	Your edits above won't be shared with your network.	e <b>r -</b> 2nd i Product

#### ADD YOUR INDUSTRY

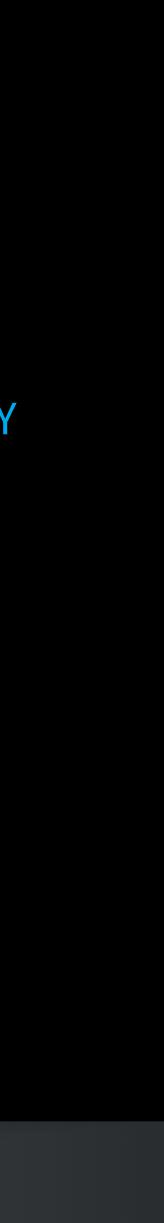
Members with industry information receive up to 9x more Profile views

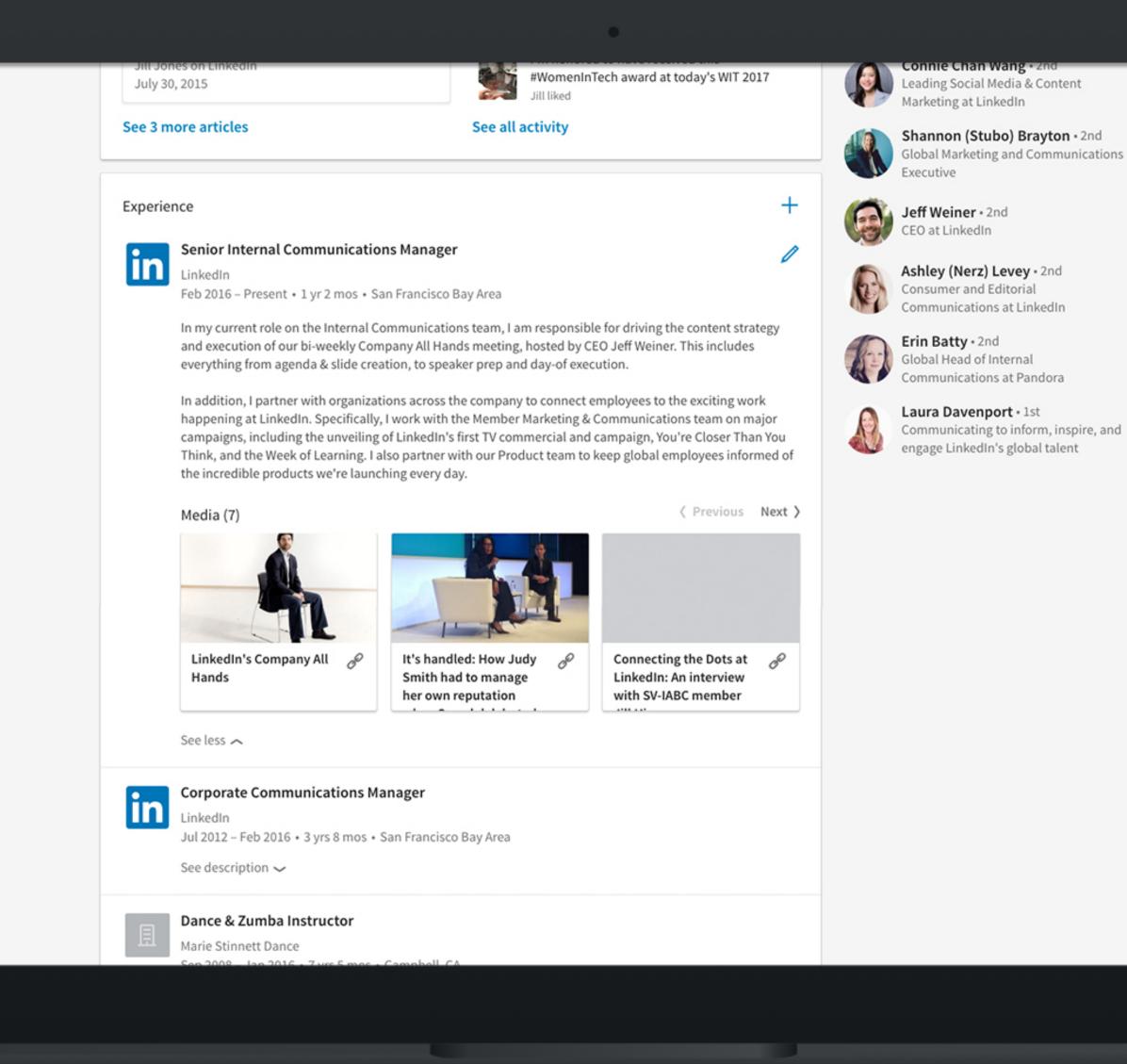
More than 300K people search by industry on LinkedIn every week



#### DRAFT A COMPELLING SUMMARY

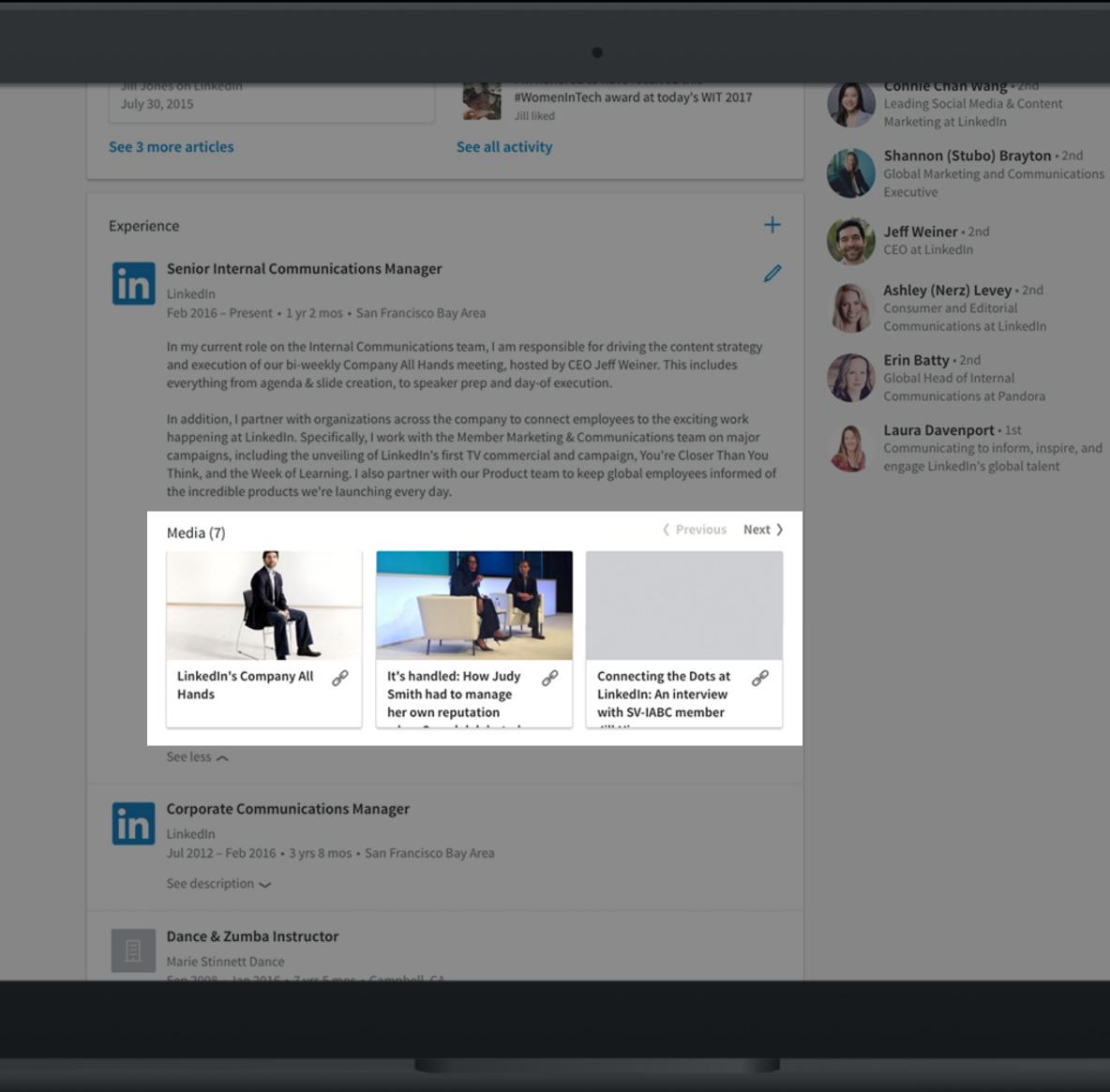
Focus on career accomplishments & aspirations Keep it concise





DETAIL YOUR WORK EXPERIENCE

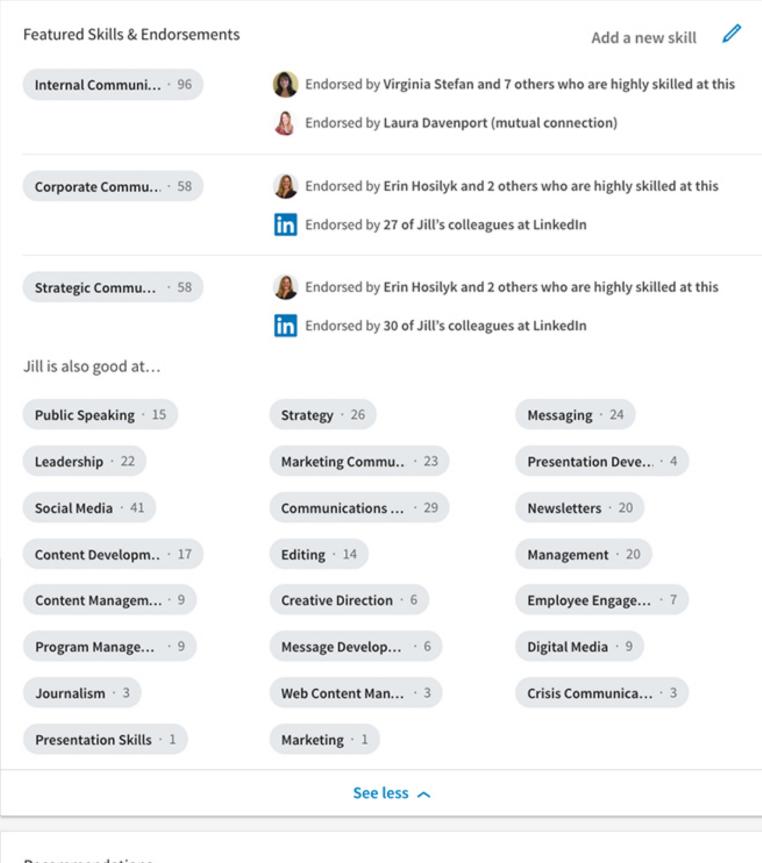
Members with up-to-date positions receive up to: 5x more connection requests 8x more Profile views 10x more messages



#### ADD EXAMPLES OF YOUR WORK

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story



Recommendations

Received (3)

Given (1)

#### ADD SKILLS & GET ENDORSED

Add at least 5 skills (soft skills & technical skills)

Members with 5 or more skills are found up to 27x more by recruiters via search

## What else?

### Location

- Education
- Volunteer experience & causes
- Accomplishments: languages, organizations, certifications, publications, etc.
- Add a vanity URL