

How to improve your LinkedIn profile

A complete, up-to-date profile is an absolute must if you want to stand out on the world's leading professional networking service. Here are some tips for each section.

Cover photo

Choose a royalty free photo related to your field or an image that reflects who you are as a professional. Currently, this should measure 1584x396 pixels

Profile photo

A great photo is a must. Choose one in which you're by yourself and look your best. Make sure it is the right size: 400x400 pixels.

Contact info

Give a personal email address, blog, social media info or similar.

Activity

Stay active. Regularly publish relevant information, comment and share posts from other people, take part in related groups, strike up new relationships. Don't forget that this is a professional network, so choose profession-focused content.

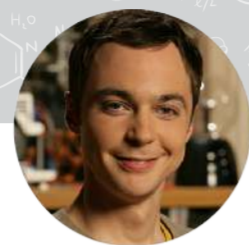
Education

List any courses and certifications taken to hone your skills, along with your highest academic achievement.

Recommendations

These add value to your profile and are most credible when they come from supervisors or clients. Although you can include some from colleagues, they may not have the same impact unless they emphasize exceptional traits.

<https://www.linkedin.com/sheldoncooper/>



Sheldon Cooper

Theoretical Physicist | Specialized in Dark Matter and M-Theory
PhD in Particle Theory

Pasadena, California, USA

Over 500 connections

Contact info

About

I love physics, I have two PhDs and a master's degree. I defend string theory as a fundamental model of physics. I have an IQ of 187 and an eidetic memory... [see more](#)

Activity



If in doubt, think of Schrödinger's cat experiment

Sheldon commented on this



The Many Worlds of Quantum Physics Interpretation Club invites you to a lecture

Sheldon shared this

Experience



Senior theoretical physicist
California Institute of Technology



Visiting professor
Heidelberg University

Education



Doctorate in Quantum Physics
California Institute of Technology



Quantum Chromodynamics course



Medford High School

Skills & Endorsements

Organization



Theoretical physics



Klingon



Recommendations



Dr. Eric Gablehauser
Head of Caltech Physics Department



Beverly Hofstadter
Neuroscience, Psychiatry

Accomplishments

Awards

Stevenson Award
Chancellor's Award for Science

Projects

Participation in building a prototype nuclear reactor



Carl Sagan



Bill Nye



Caltech



Wil Wheaton



Quantum Physics



NASA- National Aeronautics and Space Administr...



Stephen Hawking

URL

Personalize it so it matches your public profile name.

✗ <https://www.linkedin.com/fhfhfhfhf>

Keywords

Include keywords related to your professional field. This is the first information your audience will see and it helps recruiters find candidates. You can use English and Spanish.

About

Don't summarise your CV (you can add that to your profile), give info that's not on there: who you are, your skills, goals and values. Include keywords related to your field.

Experience

Give details of your responsibilities, projects you've taken part in or results obtained. You could also include a brief description of your company to add context to your role. Give examples of your work, such as corporate videos or related news items.

Skills & Endorsements

List all your relevant skills, not only those pertaining to your field, but also more general skills such as people management and public speaking.

Accomplishments

Here you can include sections with info on awards, languages, projects and publications.

Interests

The groups and people you follow also say a lot about you. Choose industry leaders, organizations in your field and key discussion groups.

Source

<https://www.uoc.edu/portal/es/news/actualitat/2017/105-linkedln.html>