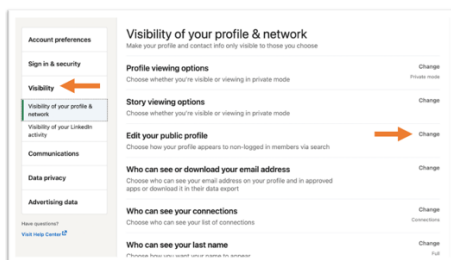# How To Create The Ultimate LinkedIn Profile

To Make Your Profile Public:

- ☑ Tap your profile picture.
- ☑ Settings > Visibility > Edit your public profile.
- ☑ From the Edit Visibility section, toggle your profile's public visibility to "On".
  Use the toggle to show all profile sections you'd like to display on your public profile


When Adding Employment Information:

- ☑ Add your specific job title.
- ☑ Always link your job to your employer company page on LinkedIn.
- ☑ Add a description to each work experience to better illustrate the responsibilities and accomplishments that came with your position.
- ☑ Use keywords in your description.
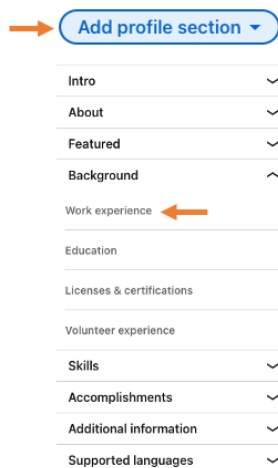
When Adding Education:

☑ Don't be afraid to look up your major. Take the extra time to research and ensure you are adding something legitimate as your major / degree.

☑ Remember to never add your education information to the employment section.

☑ Always connect with the official school page. This will allow your school network to interact with your profile.

☑ Enter any extracurricular activities you participated in while attending school. Think of any volunteering, mentoring, or board positions that you hold.
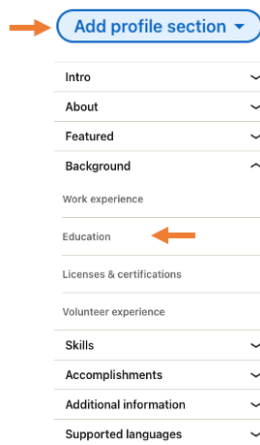
When Adding Accomplishments:

☑ **Organization:** If you have been a part of any non-profit organizations, be sure to include organization name, position held, and a brief description of your role.

☑ **Volunteering Experience:** Even if your volunteer experience does not directly relate to your profession, be sure to include it.

☑ **Certification:** Add any certificates you have earned that have been relevant to your professional formation.

☑ **Course:** Add any special courses you have taken that are relevant to your current position or industry.

☑ **Awards:** Showcase honors and awards you have achieved.

☑ **Language:** Include both language and proficiency level.

☑ **Project:** Showcase the work you have done for your clients and/or employer.

☑ **Publication:** If you have ever published a book or article, be sure to add title, publisher name, date, URL and description.