

# 5 STEPS

## TO WRITING A STRONG LINKEDIN PROFILE



1

### Determine your goals

What do you want to get out of LinkedIn? Identify your key goals before signing up for an account.

2

### Establish your credentials

Set up your profile by adding your skills, education and experience, along with a photo.

3

### Craft a searchable headline

Your headline tells others what you have to offer. It should be a maximum of 220 characters and include keywords.



4

### Write a descriptive summary

A LinkedIn summary is the heart of your profile and should showcase your strengths and personality.

5

### Start making connections!

Connect with people you already know (friends and coworkers) as well as people you want to know (recruiters and industry professionals).



### Need more help?

Check out our step-by-step guide to writing a LinkedIn profile, as well as other career planning resources, at [phoenix.edu/blog/career-support/tools-resources.html](https://phoenix.edu/blog/career-support/tools-resources.html)

