

LinkedIn Profile

Overview

With nearly 700 million people using LinkedIn worldwide, your profile is a superb way to make and leverage professional connections and enhance personal development. However, you must know how to optimize the contents to make it work for you. For this assignment, using the resources below, you will create (or update) a LinkedIn profile and answer four questions.

Resources

- 13 Creative LinkedIn Summary Examples & How to Write Your Own
<https://blog.hubspot.com/sales/linkedin-summary-examples>
- 10 LinkedIn Profile Summaries That We Love (And How to Boost Your Own)
<https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>
- 20 steps to a better LinkedIn profile in 2020 - Business LinkedIn
<https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>
- How to Create a LinkedIn Account
<http://www.wikihow.com/Create-a-LinkedIn-Account>
- LinkedIn Profile Character Counts for 2020
<https://medium.com/@GreatResumes/linkedin-profile-character-counts-for-2020-d9597e2d014e>

1. Link

Customize Your Profile Link at <https://www.linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url>

2. Headline

Write Your LinkedIn Profile Headline – 120 Character Limit

3. Summary

Write Your LinkedIn Profile Summary – 2,000 Character Limit