



## How to Create an All-Star Profile

Whether you're hoping to advance your career or broaden your network, LinkedIn's platform is designed to support you. You can improve your results by creating an *All-Star* profile - a profile with complete and meaningful responses in the following fields: picture, header, career summary, experience, skills, industry/location and education. All Star profiles are 40 times more likely to be contacted.

### **Add a Professional Photo**

Your photo will help past colleagues recognize you and virtual contacts trust you. Your photo does not have to be taken in a studio for it to be professional and appropriate. Dress like you're going to work and avoid photos with distractions (e.g., sunglasses, children, pets, etc.). If you fail to upload a photo, LinkedIn will automatically display a blank face as your portrait. This may give others the impression that your account is inactive or that you are not technologically savvy.

### **Create an Attractive Header**

Your header is the most important content you will add to your profile, because it's the first section people see. It's also the only section of your profile that is displayed when you appear in search results. Your top priority is to be clear and direct, because your header let's everyone know how you view yourself as a professional.

### **Draft a Career Summary that Highlights Your Competitive Edge**

The good news is that if someone is reading your career summary you've already peaked their interest. Your career summary should tell your story, separate you from other professionals, and make it clear how someone can benefit from connecting with you. Elaborate on the experiences that played the largest part in shaping you as a healthcare leader. Provide tangible examples that demonstrate your skills, accomplishments and awards.

### **Add Presentations, Videos and Documents to Demonstrate Your Skills**

You can show case the full breadth of your experience adding media such as presentations, videos, or blog posts to bring your LinkedIn profile to life.

### **Highlight Your Most Meaningful Professional Experiences**

Your past performance is one of the best indicators of your future. Use this section of your profile to highlight certifications, honors/rewards, involvement in professional organizations and more. Be sure to focus on your most relevant and up-to-date experiences. Your profile is not an overview of your entire career; only include the experiences that will help demonstrate your personal brand and potential to achieve your career goals.

## **Increase Your Profile Credibility**

Having connections who can vouch for your professionalism and expertise increases your profile credibility. Two ways you can allow other professionals to speak to your experience is via recommendations and endorsements.

### *Recommendations*

When it comes to recommendations, quality is greater than quantity. Your recommendations should give a 360 perspective (supervisor, peer and direct report). When you request recommendations, give your colleagues guidelines of what you would like highlighted in your profile to save them time and protect your brand

### *Endorsements*

LinkedIn allows you to add skills to your profile. Endorsements allow your connections to validate the strengths found on your own profile with a simple click.

## **Now that You've Created Your Profile...What's Next?**

### **Test Your Search Engine Optimization**

LinkedIn is built around specific algorithms. Maximizing the tool is all about thinking like a search engine. Think about the types of searches that you would like your profile to populate in, and test them out. If your profile fails to populate in your desired searches, try increasing the number of times the appropriate keywords appear in the content of your profile and repeat the search again.

### **Broaden Your Network**

For LinkedIn to update your profile status to *All-Star* you must have at minimum 50 connections. Broadening your network on LinkedIn can also help you achieve your career goals more efficiently. For example, the more connections you have, the more your profile views increase. You'll have maximum opportunity to earn endorsements and other colleagues and contacts of interest will more easily find you.



For more on LinkedIn or other career development related questions visit Career Resource Center  
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