How to have an effective LinkedIn profile

11.03.2024

Università della Svizzera Italiana
Debora Svanella – Giulia Crippa
First Steps - Overview

- Your professional area and location
- Picture profile
- Current job position and previous work experience
- Education and skills
- Links (industry and interests)
Creating a good LinkedIn profile

• Professional picture with good resolution, serious, but not too much. A smile is always a good intro;
• Clear and concise headline that brings out your strengths, but also your interests, your passions;
• Enhance your valuable experiences: certificates, attestations. For example: study abroad experience, volunteering;
• References;
• Summary: your career path, your areas of expertise, your greatest achievements.
Creating a good LinkedIn profile

• The 'work experience' section outlines your past experience, thus it is very relevant also for future jobs. It is important to describe clearly each job position in a chronological order. Also internships can be added in this section to enrich your profile.

• The 'education' section is extremely important for students and recent graduates: your university name can attract recruiters in their research. If you have little or no work experience yet, you should take advantage of this section. Here, you can also enter university projects, competitions, interesting courses you have taken or extracurricular activities.
Keywords that must stand out and that recruiters look out for.

Mainly of two types:

- technical
- skills
How to get your profile noticed by recruiters and human resources:

- On company or financial institute websites, find 5-10 descriptions of the type of jobs you would be interested in;
- Underline the key words in each job description;
- Compile a list of the most frequently used 10 keys words;
- Find one or two synonyms for each of these words and add these to the list;
- Choose the top 3-5 key words in your list and insert them into your headline.
Final Exercise

Distinguish in the following text between “technical” and “skills” and try to think about your own

Experienced communication professional with a track record of developing digital campaigns around highly sensitive and complex issues.

Extensive experience in the development of innovative communication plans, in media relations and crisis communication.

Excellent communication, relationship-building and influencing skills.

Highly analytical and results-driven approach to problem solving.
Final Key Points

- Profile picture with neutral background and half-length; cover page linked to the reference industry or location where you would like to search for a position (e.g. Ticino landscape);
- Important to highlight location of domicile, university/job position, and degree course immediately below your identity;
- Distinguish education experiences from work experiences: education section and job section - avoid confusion;
- Do not include too many competences, but focus on relevant ones;
- Summary: maximum ten lines, including technical competences, soft skills and interests, emphasizing your professional and personal profile;
- All profile sections must be in the same language;