

WORK CENTRAL AB

LinkedIn Profile Tips

Build a Profile That Gets You Found by Central Alberta Employers

A Career Resource from Work Central AB

Why Your LinkedIn Profile Matters

For many employers across Central Alberta, your LinkedIn profile is the first thing they check after your resume - sometimes before. A strong, complete profile builds credibility, helps recruiters find you, and gives you a platform to showcase experience your resume can't fully capture. This guide walks through the sections that matter most and how to optimize each one.

1. Profile Photo and Banner

- Use a recent, professional headshot with a plain or simple background - profiles with a photo receive far more views than those without.
- Dress as you would for an interview in your industry.
- Customize your banner image to reflect your industry or add a simple, professional graphic - avoid leaving it as the default.

2. Headline

Your headline appears next to your name everywhere on LinkedIn, including in search results. Avoid just listing your job title - use the space to highlight your value.

Headline Formula

[Job Title] | [Key Skill or Specialty] | Helping [Audience] [Achieve Outcome]

Example: "Registered Nurse | Emergency & Critical Care | Supporting Rural Central Alberta Communities"

3. About Section

The About section is your chance to tell your story in your own words. Write in first person, and cover:

- Who you are professionally and what you specialize in.
- Key achievements or experience, ideally with measurable results.
- What you're looking for - a new opportunity, industry, or type of role - if you're job searching.
- A closing line inviting connection, such as an invitation to reach out.

4. Experience and Skills

- List each role with a short description focused on achievements, not just duties - similar to resume bullet points.
- Add relevant media, projects, or documents to roles where possible.
- List 10-15 relevant skills; LinkedIn allows others to endorse these, which adds credibility.

- Request recommendations from former managers, colleagues, or clients - 2-3 strong recommendations go a long way.

5. Building Your Network

- Connect with colleagues, classmates, and professionals in your industry across Central Alberta.
- Personalize connection requests with a short note explaining why you'd like to connect.
- Follow companies you're interested in working for to stay updated on openings and news.
- Join regional or industry-specific LinkedIn groups to expand your network.

6. Staying Active

An updated, active profile is far more visible than a static one. Consider:

- Sharing or commenting on industry news and articles relevant to your field.
- Posting updates about projects, certifications, or professional milestones.
- Engaging with posts from your network to stay visible in others' feeds.

Final LinkedIn Checklist

- ✓ Professional photo and customized banner added
- ✓ Headline reflects value, not just job title
- ✓ About section written in first person with clear achievements
- ✓ Experience entries focus on results, not just duties
- ✓ 10-15 relevant skills listed
- ✓ At least 2-3 recommendations requested
- ✓ Actively connecting and engaging with your network

Keep Building Your Career With Work Central AB

Pair your LinkedIn profile with a strong resume and cover letter for a complete, consistent professional presence. Visit workcentralab.ca/resources for more free career tools.