



Global Mentorship Initiative

Guide to Creating Your LinkedIn Account

globalmentorship.org

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The GMI Mission

GMI prepares college students around the world for their job search.

This is accomplished through a structured, short-term, online mentorship with a business professional.

GMI creates job opportunities for mentees through the GMI business network and corporate partners.



**GLOBAL
IMPACT
SOURCING
COALITION**

Nonprofit 501(c)(3) organization

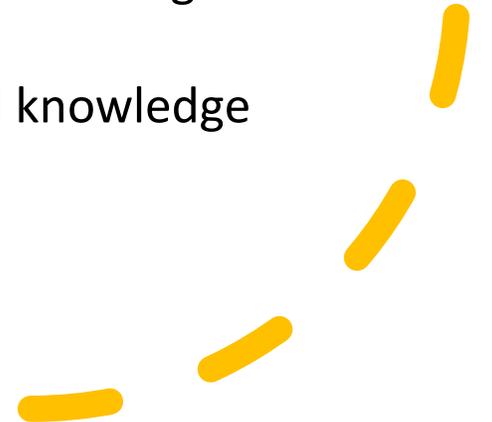


Why LinkedIn is so Important

Use all the tools available to you

- ✓ Build your professional network and connections
- ✓ Create a professional display of your academic and career accomplishments
- ✓ Find internships, jobs, and other professional opportunities
- ✓ Make it easier for companies, recruiters, and hiring managers to find you
- ✓ Research companies you are interested in working for
- ✓ Join groups and expand your professional knowledge

You must have a professional LinkedIn profile before you graduate.



Why LinkedIn is so Important

50%

of hiring managers will decide to proceed with your application based on your LinkedIn profile.

91%

of marketing executives list LinkedIn as the top place to find quality content.

94%

of recruiters say they use LinkedIn to find candidates.

100 million

members login every day

260 million

members login every month

500 million

LinkedIn members worldwide

LinkedIn is a requirement in today's professional job market.

Build Your LinkedIn Profile

This work should be done on a computer. Some sections are very difficult to update on a phone.

LinkedIn sections to be completed in this training:

- ✓ Headline & summary
- ✓ Headshot
- ✓ Banner behind your headshot
- ✓ A summary that captures attention
- ✓ Detailed work & volunteer experience
- ✓ Education details
- ✓ Skills

Use the LinkedIn Content and Templates document at:

<https://gmi.link/getting-started-with-linkedin>

You can copy and paste these templates for your LinkedIn profile to save time.



GMI Student Profile Example

Use this LinkedIn profile as a template:

www.linkedin.com/in/gmistudent



Katy Student

Accounting major ready for financial management opportunities -
graduating May 2022

Greater Seattle Area · [Contact info](#)

 Costco Wholesale

 GMI University

This LinkedIn profile gets requests for interviews every week!



A Step-By-Step Guide to Creating Your LinkedIn Account



Step-by-Step Guide

Type this into your browser:
linkedin.com

- ✓ Enter your personal email address.
- ✓ Create a password you will remember.
- ✓ Enter your first and last name as they appear on your resume/CV for consistency and to make it easy for recruiters and hiring managers to find your profile.

LinkedIn

Discover

People

Learning

Jobs

Join now

Sign in

Step 1

Welcome to your professional community

Email or phone number

Password Show

Forgot password?

Sign in

or

Sign in with Google



LinkedIn

Make the most of your professional life

Email or phone number

Please enter your email address or mobile number.

Password (6 or more characters) Show

Please enter your password.

By clicking Agree & Join, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Agree & Join



LinkedIn

Make the most of your professional life

First name

Please enter your first name.

Last name

Continue

Step-by-Step Guide

Enter your location. LinkedIn will use this information to provide suggestions for connections and job opportunities in your area.

Verify that you are not a robot.

Welcome, GMI!

Let's start your profile, connect to people you know, and engage with them on topics you care about.

Country/Region *
United States

Postal code *
98006

Location within this area *
Bellevue, Washington

Next

Your profile helps you discover new people and opportunities

Most recent job title *
There are 24223 people on LinkedIn with similar job titles in your location.

Employment type
[Dropdown]

Most recent company *
There are 59145 members at your company on LinkedIn.

I'm a student

Continue

Your profile helps you discover new people and opportunities

School or College/University *
The University of the West Indies
There are 141456 alumni you can reach out to on LinkedIn.

Degree *
Bachelor of Applied Science - BASc

Specialization *
Accounting and Finance

Start year *
2019

End year (or expected) *
2023

I'm over 16 Yes

I'm not a student

Continue

Choose the 'I'm a Student' button.

Complete your education information.

Important: slide the button from 'no' to 'yes - I am over 16.'

Security verification

Let's do a quick security check

Verification

Please solve this puzzle so we know you are a real person

Verify

Step-by-Step Guide

Verification Email & Code

LinkedIn will send you an email with a code to enter.

Confirm your email

Type in the code we sent to jonbr101@gmail.com.

 **Your privacy is important**

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Didn't receive the code? [Send again](#)

 Email sent

Agree & Confirm

Step-by-Step Guide

Let recruiters know you are open to job opportunities.

Are you looking for a new job?

We can help you prepare for your search. Your response is private to you.

Yes

Not now

What kind of job are you looking for?

You can select up to 5 titles and locations.

Job titles *
Ex: Sales Manager

Accountant X

Job locations *
Ex: Portland, Oregon

Greater Seattle Area X

I'm open to remote work

Next

Get notified when new jobs are posted

1 job alert that best matches what you're looking for. You can create more later.

Accountant
Greater Seattle Area

On

Next

Step-by-Step Guide

Let recruiters know you are open to job opportunities.

Let recruiters know you're open to new jobs



Share with recruiters
This will show people using LinkedIn Recruiter that you're looking for a new job. On

We take steps to not show recruiters at your current company, though we can't guarantee complete privacy. [Learn more about your privacy.](#)

Next

Get the app to stay ahead

Read what's happening in your industry or chat with your contacts on-the-go



Scan this code with your phone camera

Text me a link instead

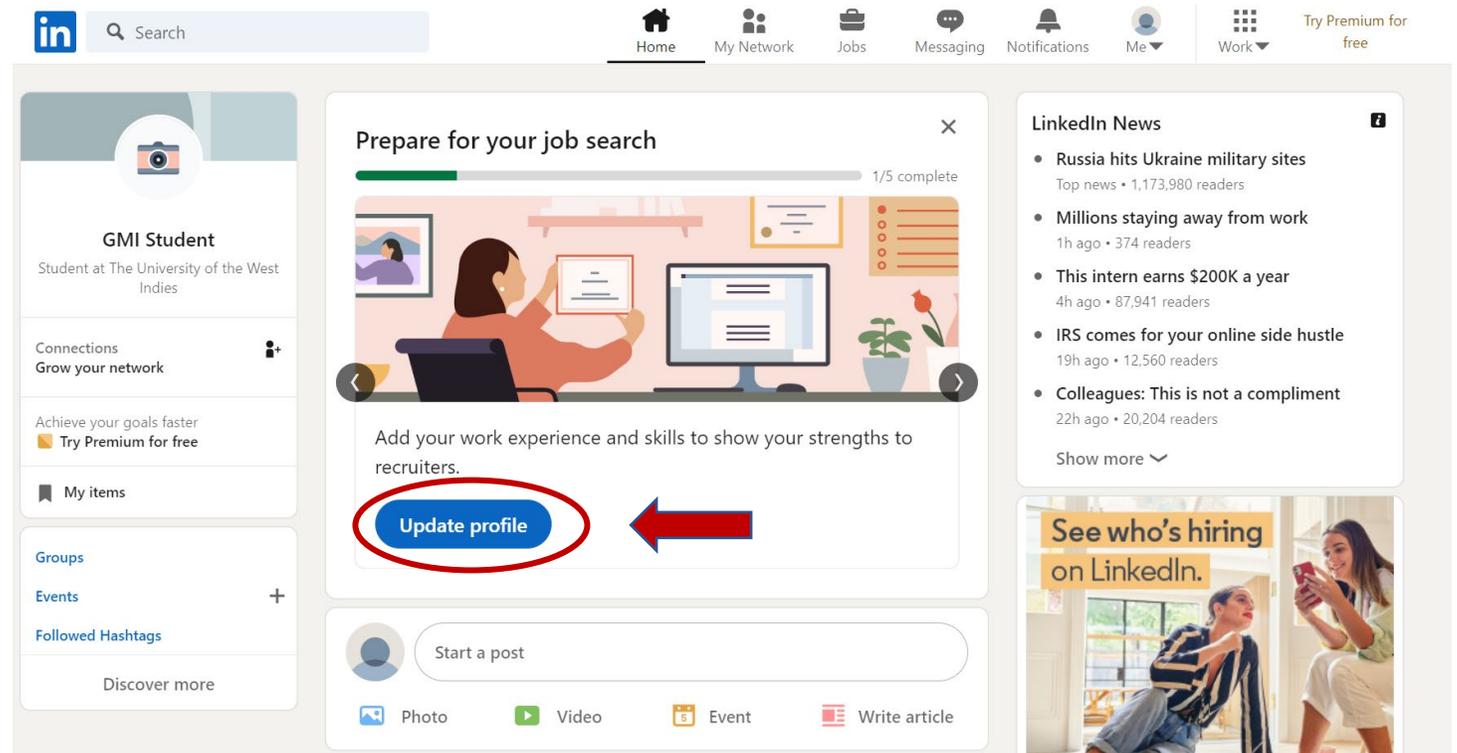
Next

Your New LinkedIn Profile

Build your profile quickly by selecting "Update profile".

If you don't see this option, skip to Step 11.

We will show you how to build your profile in other ways.



Add to Your LinkedIn Profile

- ✓ Confirm student status
- ✓ Add skills so recruiters can find you
- ✓ Confirm your location

Add to your profile ×

Are you currently a student?
We'll help you add your current education details, so recruiters can match you with the right jobs.

Yes 

No

1 of 3 Continue

Add to your profile ×

Let's add your skills
Recruiters search for candidates with specific skills needed for the job.

Suggested skills based on your profile

Engineering + Project Management + English +

Research + Training + Communication +

Strategy + Analytical Skills + Finance + Design +

+ Add another skill

2 of 3 Continue



Add to your profile ×

Let's confirm your location
Get noticed by recruiters in your area.

Country/Region*
United States

Postal code
98006

City*
Bellevue, Washington

3 of 3 Done

Get the LinkedIn App

Optional app to notify you when jobs are posted, or recruiters want to hear from you.

Prepare for your job search ×

2/5 complete



Get notified instantly when recruiters contact you or when new jobs are posted.

[Get the app](#)

Get the LinkedIn app ×

Country/Region *

United States ▾

Phone number *

Enter your number

Your phone number will not be saved. Standard SMS fees may apply.

[Cancel](#) [Text me the link](#)

Add Connections

Don't add connections until your profile is ready to be seen by others.

Prepare for your job search ✕

2/5 complete



Connect with former coworkers or friends and ask for job referrals.

[Add connections](#)

Add connections ✕

Connect with former coworkers or friends to get referred
Start by sending at least one connection request.

🔍 Jon Browning ✕

 **Jon Browning**
3rd+ • Chief Executive Officer, Global Mentorship Initiative Connecting...



If you don't see a "Connect" button on their profile:

[Message](#) [More](#)

- ➔ Share profile in a message
- ↓ Save to PDF
- 👤+** Connect
- 🚩 Report / Block

Add Job Search Preferences

Step 10

Prepare for your job search ✕

2/5 complete



Add more job preferences and choose who sees them to get more opportunities.

Edit preferences

Edit job preferences ✕

Job titles*
Accountant ✓ Add title +

Workplaces*
On-site ✓ Hybrid ✓ Remote ✓

Job locations (On-site)*
Greater Seattle Area ✓ Add location +

Job locations (Remote)*
Greater Seattle Area ✓ Add remote location +

 Recruiters only
People using LinkedIn Recruiter. ▼

[Delete from profile](#) Save

Job preferences saved ✕



Added to your profile

Next, update your settings to get notified about job opportunities

Turn on email updates

For jobs, messages, and open to work updates.



No, thanks

Update settings

Creating professional content for your LinkedIn profile

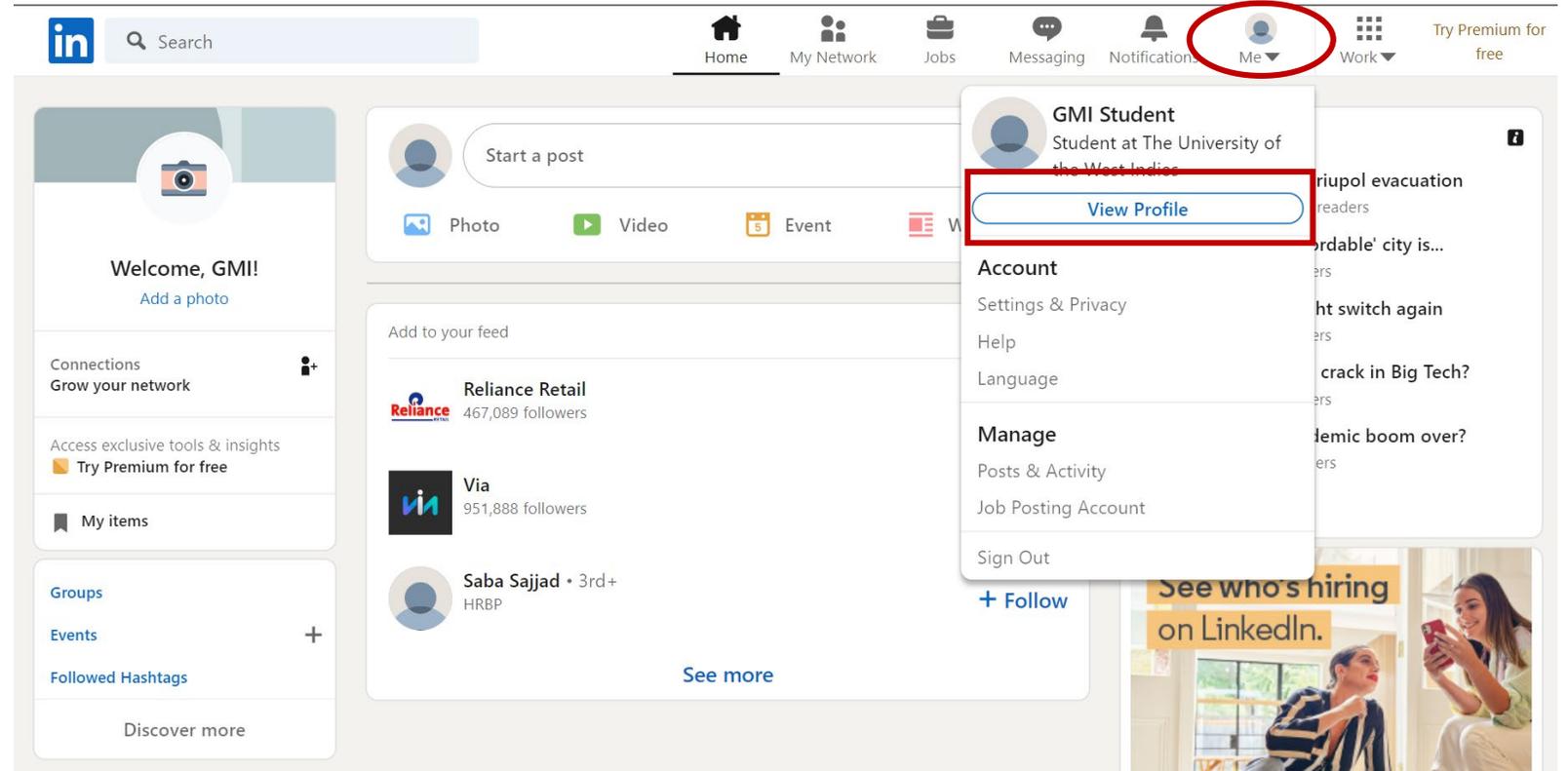
This is how job recruiters will find you!

Where to Change Your Profile Settings

Add

- ✓ Your photo
- ✓ Summary about yourself
- ✓ Education details
- ✓ Work experience
- ✓ Skills
- ✓ Recommendations

Step 11

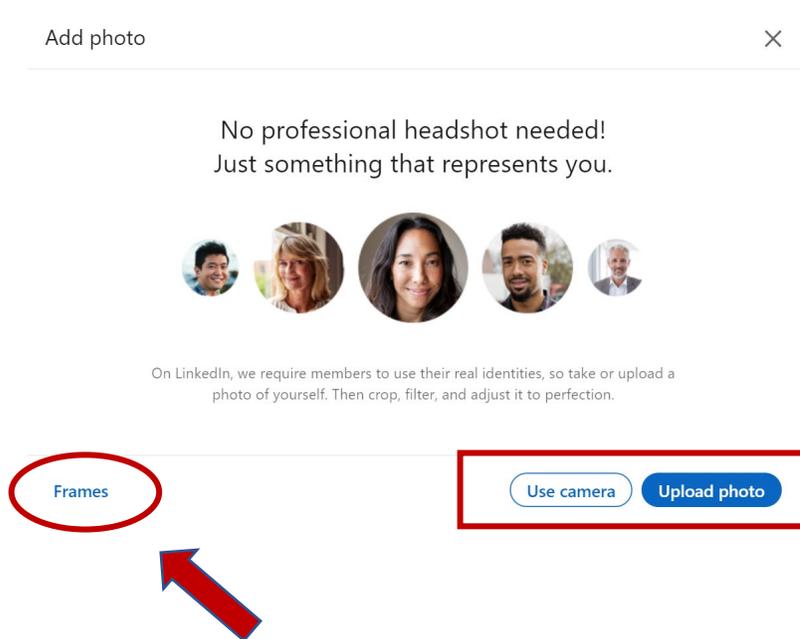


The screenshot shows the LinkedIn interface. At the top right, the 'Me' icon is circled in red, with a red arrow pointing to it from the top right corner. A dropdown menu is open, showing the user's name 'GMI Student' and their title 'Student at The University of the West Indies'. The 'View Profile' button is highlighted with a red box. Below it, the menu lists 'Account' (with sub-items 'Settings & Privacy', 'Help', 'Language'), 'Manage' (with sub-items 'Posts & Activity', 'Job Posting Account'), and 'Sign Out'. A '+ Follow' button is also visible at the bottom of the menu. The background shows the LinkedIn home page with a search bar, navigation icons, and a feed of posts.

Add Your Photo

- ✓ View your profile
- ✓ Click on the camera

Profiles with a photo get 21x more views and 36x more messages.



Click here to add a frame around your picture that says you are Open to Work.

Photo Tips

- ✓ Wear professional clothing as if you were going on a job interview.
- ✓ Use a simple background or outdoor scene for your picture.
- ✓ You do not need an expensive camera, but good lighting is important.
- ✓ Do *not* use pictures with other people, with inappropriate clothing, or in your cap and gown, etc.

Add Content to Your Profile

Your Headline

Headline keywords are used by recruiters to find job candidates

Create a unique headline that will captivate recruiters and hiring managers.

- ✓ Be creative and unique
- ✓ Where you are now
- ✓ Where you want to be
- ✓ Your specialization
- ✓ Use keywords
- ✓ Do *not* use your current job title or just 'Student' as a headline

Another example:
 2022 business school graduate looking for financial analyst opportunities.



GMI Student
 Accounting major ready for financial management opportunities - graduating May 2022

GMI University

Edit intro

* Indicates required

First name*

Last name*

Additional name

Name pronunciation
 ⓘ This can only be added using our mobile app

Pronouns

Let others know how to refer to you.
 Learn more about [gender pronouns](#).

Headline*



About You

Your Profile Summary

Use the guidelines and examples to create a professional summary for your profile.

This is your first impression with recruiters!

GMI Student
Student at GMI University
Bellevue, Washington, United States · [Contact info](#)

[Open to](#) [Add profile section](#) [More](#)

[Add to profile](#) ✕
[Core](#) ^
Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know.
[Add about](#) ○
[Add education](#)
[Add position](#)
[Add career break](#)
[Add skills](#)
[Recommended](#) ∨
[Additional](#) ∨

Edit about ✕

* Indicates required

You can write about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences.

0/2,600

[Save](#)

Summary

- ✓ Use first person narrative.
- ✓ Be specific, not generic.
- ✓ Use keywords for your industry and job descriptions for positions you want to apply for.
- ✓ Show your passion and aspirations in your writing.
- ✓ Highlight a few skills you have gained at work and in college.

Examples

Intro:
Explain your passion, what drew you to your major/specialization/field.

Body:
What skills and certifications you have gained through your education and experience.

Conclusion:
How they can contact you – add your email address.

About You

Example One

Your summary should make recruiters want to contact you.

I am a student at University Name pursuing a Bachelor of Business Administration in Accounting and Financial Management, graduating in May 2022. I'm passionate about working in the finance industry to use skills gained from my college education and to make a difference as an accounting professional.

I am currently working as an Accountant Intern and gaining hands-on experience working with bookkeeping software, analyzing financial data, and working and communicating in a professional environment.

If you are interested in learning more about my skills and how I can help your company, please send me a LinkedIn message or email me at: name@domain.com.



Important to provide your email address here.
Make it easy for people to connect with you.

About You

Example Two

Your summary should make recruiters want to contact you.

My aunt is my role model and I have always been in awe of her ability to stretch her budget so far with so little. Before I decided to pursue a Bachelor of Business Administration, I worked part-time at her store, and she taught me the importance of good financial management and inspired my professional goals.

I'm applying these skills to help me be successful with my studies in the Accounting and Business Management program at University Name. The undergraduate coursework has expanded my understanding of the role of economy, ecology, and community in business, managing for sustainability, and marketing management.

I am also working as an Accounting Intern with the Name Accounting firm where I have gained hands-on experience with bookkeeping software and analyzing financial data.

If you are interested in learning more about my skills and how I can help your company, please send me a LinkedIn message or email me at name@domain.com.

Add Content to Your Profile

Your Education

As a student, this is your strongest LinkedIn section.

GMI Student

Student at GMI University

Bellevue, Washington, United States · [Contact info](#)

Open to

Add profile section

More

Add to profile

×

Core

^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add about

Add education

Add position

Add education

×

Notify network

Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

Off



* Indicates required

This should be "off".

School*

Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start date

Month

Year

End date (or expected)

Month

Year

Grade

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

0/500

Description

0/1,000

- ✓ What you want a recruiter or employer to know about your education if they searched your profile.
- ✓ Degree, school name, dates attended.
- ✓ Awards, honors, scholarships, and GPA (if above 3.0 out of 4.0).
- ✓ Organizations, clubs, groups, sports, summer camps, etc.
- ✓ Job shadows or other activities related to professional development.
- ✓ Courses you took that will look good to recruiters, or that relate to your profession of interest.

Education Example

*Highlight your
accomplishments during
your education.*

Degree:

Bachelor of Science – BS, Accounting

Field of Study:

Business and Finance

Activities and Societies:

To supplement my studies, I attend weekly meetings and study sessions as an active member of the Accounting Student Association. I also participate in the French Club to improve my proficiency in French and play intramural soccer with friends and classmates.

Description:

As a fourth-year student in the accounting and financial management major, I have completed coursework on sustainability in business, mathematics, and accounting concepts and best practices.

My undergraduate coursework also includes international business management, communications, business law, ethics, and economics.

Your Work Experience

- ✓ Create an entry for each job you have held including unpaid volunteer jobs.
- ✓ Add the company, job title, dates of employment.
- ✓ Create job descriptions for each job entry.
- ✓ Summarize achievements, awards, promotions for each job.
- ✓ Show how you contributed to the company's goals.

GMI Student

Student at GMI University

Bellevue, Washington, United States · [Contact info](#)

Open to **Add profile section** More

Add to profile 

Core 
Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add about

Add education

Add position

Add career break

Add skills

Recommended 

Additional 

- ✓ Include part-time/full-time jobs, internships, and other unpaid professional opportunities.
- ✓ Include volunteer work here. This helps recruiters and hiring managers see your achievements.
- ✓ List achievements, awards, promotions, etc. Not just daily tasks.
- ✓ Provide metrics when possible to give evidence of your accomplishments.
- ✓ Refer to successful projects you have completed or that you contributed to.



Ideas for job descriptions:
<https://www.jobhero.com/resume/examples>

Your Work Experience

Examples



Accounting Intern

Costco Wholesale · Part-time
Sep 2021 - Present · 8 mos
Greater Seattle Area



Personal reference from accounting supervisor available upon request.
Internship allows me to job shadow and work alongside experienced accountants to gain hands-on experience in the following accounting responsibilities: preparing financial reports, analyzing and presenting opportunities for process improvement, and researching, filing, organizing, and maintaining accurate and complete financial records.

Through my internship, I have strengthened my ability to use and understand bookkeeping software, effectively communicate with colleagues and key stakeholders, and handle sensitive and confidential information.



Office Assistant - Volunteer

Global Mentorship Initiative
Jan 2021 - Sep 2021 · 9 mos
Seattle, Washington, United States



Personal reference from GMI available upon request.
I volunteered 10 hours a week to support this non-profit organization that creates mentorships between students and business professionals for career guidance and business skills development.

My duties included providing assistance to the office manager by reviewing and processing mentor/mentee applications, making website updates, and helping to create marketing campaigns.



Hostess/Cashier

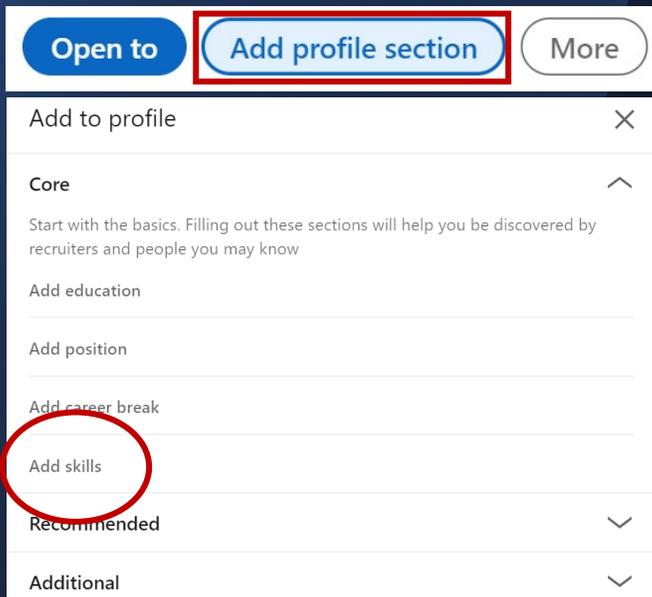
Red Robin · Part-time
Nov 2019 - Jan 2021 · 1 yr 3 mos
Greater Seattle Area



Working part-time to support my college education.
My primary responsibilities include greeting guests, assigning tables, managing team workflow and significant guest queues during busy hours.

My focus is to coordinate with staff members to ensure the best service for our guests.
Awarded the Employee-of-the-Month award twice for excellent team building and customer service skills.

Adding Skills to Your Profile



Skills are a primary search criteria for job recruiters

- ✓ Use **keywords** found on job descriptions
- ✓ Add 30 – 50 skills
- ✓ As you add LinkedIn connections, you will get more endorsements validating your skills with employers

Skills Endorsements

- ✓ Your connections will endorse you for skills they have observed
- ✓ You can request endorsements from coworkers, supervisors, teachers, and other professional contacts
- ✓ **Endorse others to get more endorsements for yourself**

Getting People to Endorse Your Skills

To endorse someone, go to their profile and scroll down to "Skills".

How to Endorse Someone



← Skills

All Industry Knowledge **Tools & Technologies** Interpersonal Skills Other Skills

QuickBooks

Endorse

Software as a Service (SaaS)

Endorse

Microsoft Excel

Endorse

Microsoft Office

Endorse

Add Content to Your Profile

Other Important Facts about You

Licenses, certifications, and significant courses completed

GMI Student
Student at GMI University
Bellevue, Washington, United States · [Contact info](#)

- Open to
- Add profile section
- More



- Add to profile ✕
- Core ∨
- Recommended ∧
Completing these sections will increase your credibility and give you access to more opportunities
Add featured
- Add licenses & certifications
- Add courses
- Add recommendations
- Additional ∨



← Licenses & certifications

-  **Microsoft Certified: Azure Fundamentals**
Microsoft
Issued Feb 2022 · No Expiration Date
Credential ID xxx

-  **How to Build Credibility as a Leader**
LinkedIn
Issued Sep 2021 · No Expiration Date

Courses

- Financial Management**
430
 Associated with GMI University

- Managerial Accounting**
404
 Associated with GMI University

Add Content to Your Profile

Other Important Facts about You

Add information about your education and career that makes you stand out from the competition.

GMI Student

Student at GMI University

Bellevue, Washington, United States · [Contact info](#)

Open to

Add profile section

More



Add to profile ×

Core ∨

Recommended ∨

Additional ∧

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add projects

Add honors & awards

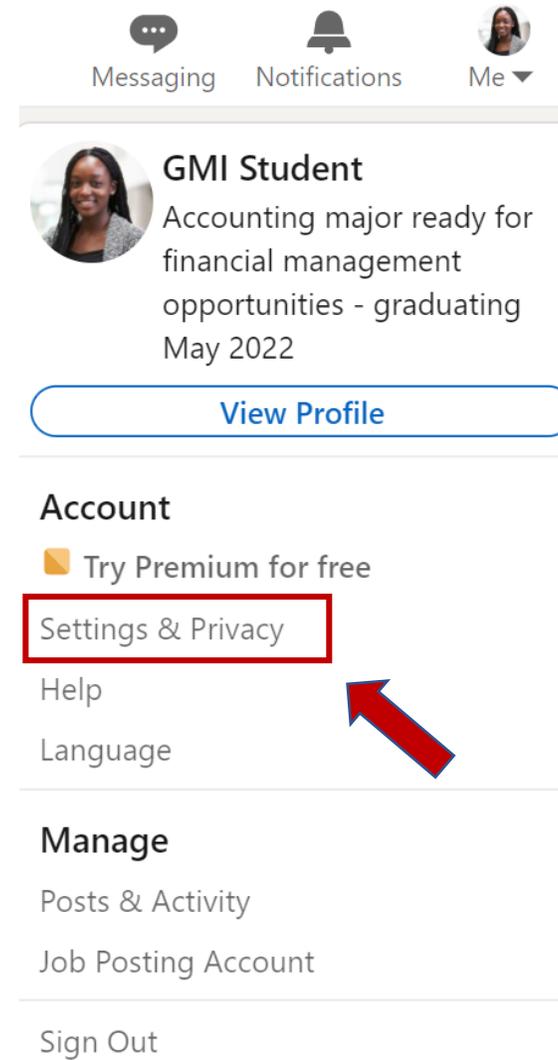
Add test scores

Add languages

Add organizations

Edit Your Settings

Adjust the settings to customize your LinkedIn web address and make it easier for recruiters to find you.



The screenshot shows the top navigation bar of a LinkedIn profile with icons for Messaging, Notifications, and Me. Below this is the profile header for 'GMI Student', an Accounting major ready for financial management opportunities, graduating in May 2022. A 'View Profile' button is visible. The 'Account' section includes a 'Try Premium for free' option and a 'Settings & Privacy' option, which is highlighted with a red box and a red arrow. Other options in the 'Account' section are 'Help' and 'Language'. The 'Manage' section includes 'Posts & Activity' and 'Job Posting Account'. At the bottom is the 'Sign Out' option.

Messaging Notifications Me

GMI Student
Accounting major ready for financial management opportunities - graduating May 2022

[View Profile](#)

Account

- Try Premium for free
- Settings & Privacy**
- Help
- Language

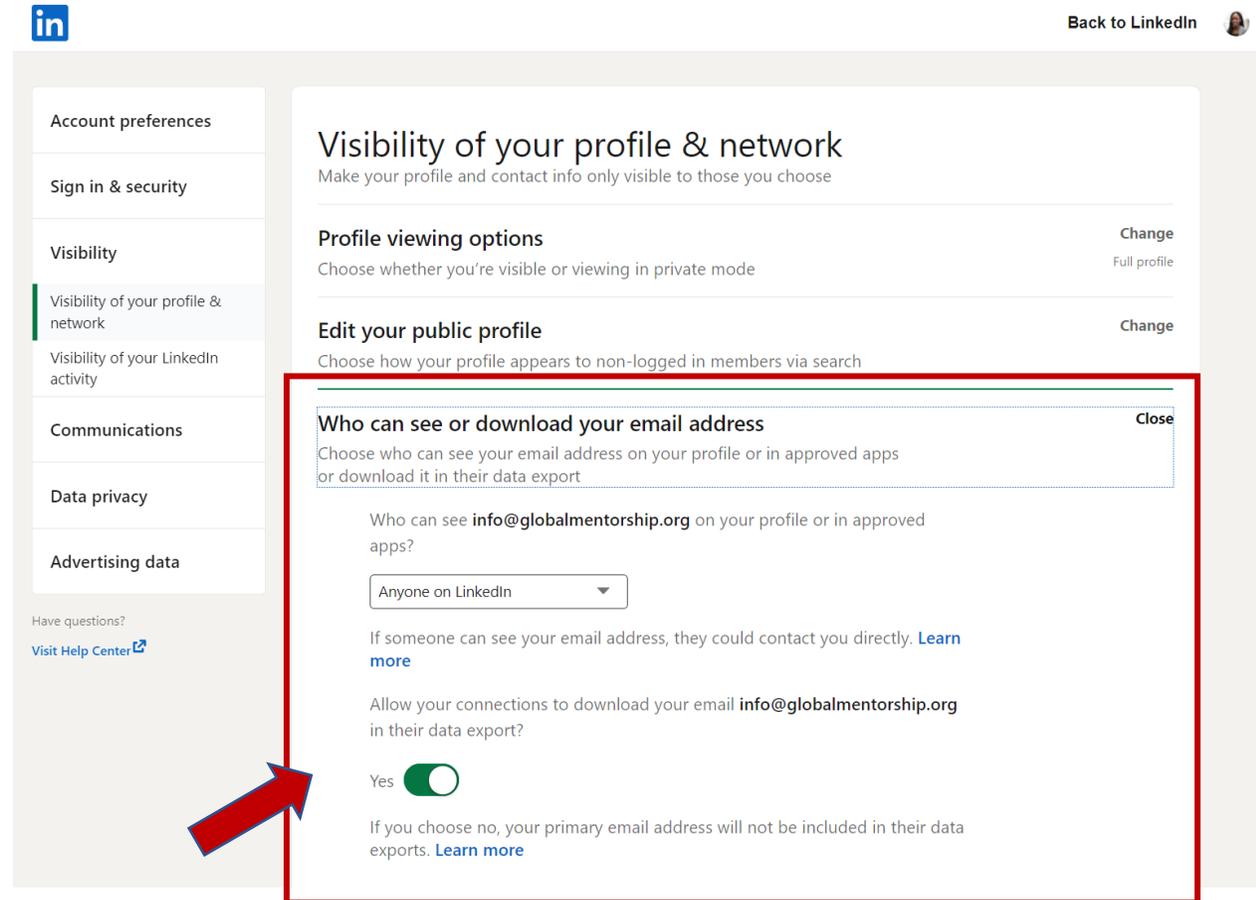
Manage

- Posts & Activity
- Job Posting Account

Sign Out

Let People Contact You

If you want recruiters to contact you, let them see your email address.



The screenshot shows the LinkedIn account settings page. The left sidebar contains navigation options: Account preferences, Sign in & security, Visibility, Visibility of your profile & network (highlighted), Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. The main content area is titled "Visibility of your profile & network" and includes sections for "Profile viewing options" and "Edit your public profile". A red box highlights the "Who can see or download your email address" section, which is titled "Who can see or download your email address" and includes a "Close" button. The text below the title reads: "Choose who can see your email address on your profile or in approved apps or download it in their data export". The question is: "Who can see info@globalmentorship.org on your profile or in approved apps?". The dropdown menu is set to "Anyone on LinkedIn". Below this, there is a link to "Learn more". The next question is: "Allow your connections to download your email info@globalmentorship.org in their data export?". A toggle switch is currently turned "Yes". Below this, there is another link to "Learn more". A red arrow points to the "Yes" toggle switch.

Change How People See Your Profile

The screenshot shows the LinkedIn account settings page. On the left is a navigation menu with the following items: 'Account preferences', 'Sign in & security', 'Visibility', 'Visibility of your profile & network', and 'Visibility of your LinkedIn activity'. The 'Visibility of your profile & network' item is selected and highlighted with a green bar. A red arrow points from this menu item to the main content area. The main content area is titled 'Visibility of your profile & network' and includes the subtitle 'Make your profile and contact info only visible to those you choose'. Below this, there are two sections: 'Profile viewing options' with a 'Change' link and the text 'Choose whether you're visible or viewing in private mode', and 'Edit your public profile' with a 'Change' link and the text 'Choose how your profile appears to non-logged in members via search'. The 'Edit your public profile' section is highlighted with a red rectangular border.

Personalize Your Profile's Website Address

Change your URL to your first and last name if possible. first-last or firstlast

Before:

www.linkedin.com/in/gmistudent-885600

After:

www.linkedin.com/in/gmistudent



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



🔗 Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/gmistudent ✎

☰ Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

👁️ Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your

Change How People See Your Profile Continued

Determine who can view your LinkedIn content.



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/gmistudent

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your



Your profile's public visibility

Basic (required)

Name, number of connections, and region

Profile Photo

Only 1st-degree connections
LinkedIn members directly connected to you.

Your network
Your connections, up to three degrees away from you.

All LinkedIn members

Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Summary Show

Articles & Activity Show

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show

Details Show

Courses Show

Projects Show

Find a Job Using LinkedIn

You can upload your CV/Resume for job applications.

Tell recruiters you are looking for a job.

Share your information with recruiters.

Messaging Notifications Me

 **GMI Student**
Accounting major ready for financial management opportunities - graduating May 2022

[View Profile](#)

Account

- Try Premium for free
- Settings & Privacy**
- Help
- Language

Manage

- Posts & Activity
- Job Posting Account

Sign Out

Account preferences

Sign in & security

Visibility

Communications

Data privacy

How LinkedIn uses your data

Job seeking preferences

Other applications

Advertising data

Job seeking preferences

Privacy controls for job seeking activity on LinkedIn

Job application settings

Choose what information LinkedIn saves when you submit a job application. [Change](#)

Sharing your profile when you click Apply

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply [Change](#)

No

Signal your interest to recruiters at companies you've created job alerts for

This will be applied for companies that you've created job alerts for [Change](#)

No

Stored job applicant accounts

Manage which third-party job applicant accounts are stored on LinkedIn [Change](#)

0 stored accounts

Market Yourself with a Banner

Identifies you as someone who goes beyond just meeting the requirements.



Banner Recommendations



- ✓ Banners add a personal aspect to your profile
- ✓ Be creative but remember this is a business environment
- ✓ Examples: your city or your business interests
- ✓ Pictures must have the correct dimensions
- ✓ “Crop” pictures to get the right shape
- ✓ Left side is for your headshot

Banner Examples #1



Choose 1 of these 16 examples for your profile banner.

Banner 1



Banner 4



Banner 2



Banner 5



Banner 3



Banner 6



Banner Examples #2

Banner 7



Banner 8



Banner 9



Banner 10



Banner 11



Banner 12



Banner Examples #3

Banner 13



Banner 16



Banner 14



Banner 15



Where to get additional free banners

[linkedinbackground.com](https://www.linkedinbackground.com)

[freelinkedinbackgrounds.com](https://www.freelinkedinbackgrounds.com)

Additional Resources and References

'10 LinkedIn Profile Summaries We Love (And How to Boost Your Own' – Kate Reilly with LinkedIn Talent Blog

<https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

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Global Mentorship Initiative

15600 NE 8th St. Suite B1-800
Bellevue, WA 98008
info@globalmentorship.org

Jon Browning

Chief Executive Officer
jon.browning@globalmentorship.org

Chad Fuller

Chief Operating Officer
chad.fuller@globalmentorship.org

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