



COVER

Add color and personality to your profile with a photo that reflects your interests, organization or region. 1,584 x 396 pixels



FRAME

Add a frame to your profile photo to reflect you are hiring.

PROFILE

Select a photo in which you are easily recognizable and has a clean/simple background. 400 x 400 pixels

HEADLINE

Go beyond your job title to tell people who you are (in 120 characters or less).

PRO TIP

Turn on creator mode to get access to additional tools and features to help you create content and grow your audience based on LinkedIn, such as link to your website.

ABOUT

Tell your story, including professional accomplishments as well as (limited) personal information and outside interests. Remember, what you do for work is not your whole story.

FEATURED

Highlight any personal posts, as well as posts you have shared from your financial institution.

PRO TIP

Get into a LinkedIn habit by visiting for 15 minutes everyday and reacting to at least two items.



ACTIVITY

Created automatically based on your LinkedIn activity including reactions, shares, and comments.

PRO TIP

Check out your organization's Page for news & other items that are "ready to share."

Remember to avoid items that are out-of-date, or overly personal.

EXPERIENCE

List the positions you have held during your career, not just your current job. The goal is to document your experience, as well as to connect with colleagues from past positions. For the most recent consider including an overview and notable accomplishments.

If you have held multiple positions at one organization, consider listing each, demonstrating career advancement.

When possible, connect to the correct organization's LinkedIn Company Page (careful of like-sounding businesses). When successfully linked, a logo will appear on your profile.

EDUCATION



Share your educational experiences including college, advanced degrees and professional education. Include high school if you feel it will help LinkedIn make additional connections.

LICENSES & CERTIFICATIONS



Include professional licenses as well as any certifications you feel will enhance your profile.

VOLUNTEER EXPERIENCE



Share where you contribute your time and expertise both within, and beyond, the financial services industry.

SKILLS & ENDORSEMENTS



Allow members of your professional community to validate selected career skills through endorsements. Include, at minimum five skills, which support your professional goals and expertise. For example: retail banking, commercial banking, leadership, strategic planning, commercial lending, asset management.

RECOMMENDATIONS



Invite those who have worked with you in the past to share their experience through recommendations. Strengthen relationships by leaving recommendations for vendors & past colleagues, but consult with Human Resources before recommending current employees at your organization.

INTERESTS



Connect with members of your community, learn from industry experts and engage in conversations by joining Groups, and following individuals and organizations.