

Inspire Action for Social Change Inspired Boost

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Inspired Boost Session Part 3: Staff Recruitment Post Session Resource

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Movement Talent

**MOVEMENT
TALENT**

Creating a LinkedIn Profile for Your Organization

<https://www.nptechforgood.com/2011/02/21/how-to-claim-your-nonprofit-company-page-on-linkedin/>

<https://business.linkedin.com/marketing-solutions/linkedin-pages>

Tips on Updating your LinkedIn Profile

The four areas that matter most for your LinkedIn profile are:

1. Your headline
2. Your profile photo
3. Your summary
4. Your URL

Tips on Updating your LinkedIn Profile

Your Headline

Your headline is your 3-10 word tagline that sums up your organization and creates an image of your brand and aligns with your mission.

Avoid headlines that are jargon-heavy or use acronyms.

Tips on Updating your LinkedIn Profile

Your Profile Picture

Your profile picture should reflect your organization. Whatever you want your “ideal profile viewer” to think of your organization, make sure your profile picture evokes that feeling. [LinkedIn members with a profile photo receive up to 21x more profile views and 9x more connection requests.](#)

Tips on Updating your LinkedIn Profile

Your Summary

Your summary is effectively your elevator pitch for your organization. It should hook the reader's attention and be substantive enough to communicate your point. I recommend keeping it to less than 15 seconds of read time (excluding speed readers).

We want your summary to directly or indirectly state your end-goal, and it forms the bulk of a reader's first impression if they get that far.

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Public URL

Did you know you can edit the public URL for your LinkedIn profile? View your profile then click the “edit your public profile” button on the right. The next page contains an “Edit public profile URL” section where you can change it. I recommend keeping it simple by making it just your organization’s full name. If you change your public URL make sure you update your website and all public-facing pages.