BOOMERS AND BEYOND
LINKEDIN TIPS

If you're over the age of 50, you may be wondering what you should and should not include on your LinkedIn profile. Here are some tips to help you craft a profile that stands out.

UPLOAD A PHOTO

- You are seven times more likely to have your LinkedIn profile viewed if it includes a photograph.
- Consider having your photo professionally taken, or have a friend/family member take it.
- Don't misrepresent yourself by posting a younger picture of yourself. Instead, take a clear headshot where you are smiling, expressing energy, and presenting your best self.

WRITE A SUCCINCT SUMMARY THAT SHOWCASES YOUR CAREER TRAJECTORY

- When you have extensive experience, it can be difficult to know what to include in the summary. Share a few career highlights and leave the specifics for the Experience section. If you are actively looking for a new position, provide examples of your favorite projects, your strongest skill sets, and what you are looking for at this point in your career.
- End with a call to action such as "If I sound like someone who could add value, please contact me."

TWEAK YOUR EXPERIENCE AND EDUCATION SECTIONS

- Experience
  - Focus more on what you've accomplished rather than the number of years of experience.
  - Quantify results and share big name clients (if possible).
- Education
  - We recommend keeping graduation dates on your profile, but you should do what makes you feel comfortable. There are pros and cons to both options. Providing the dates allows recruiters to focus solely on your experience, and they won't be left wondering about your age. Although omitting the dates could protect you from ageism, it could also look like you are trying to hide something.

GET INVOLVED

- Contributing to group discussions or posting status updates on your own profile signals to recruiters that you are comfortable with technology and that you are a thought leader.
- You can post interesting articles, quotes, or ask questions of group members.
- Post once daily to increase your network and help build a following.

ADD SECTIONS TO HIGHLIGHT ANY UNIQUE, NON-WORK EXPERIENCES

- You can add the following sections: Volunteer Experience and Accomplishments (includes Organizations, Publications, Courses, Languages, Certifications, and Projects)