



A 'Monday Minute' with Laura

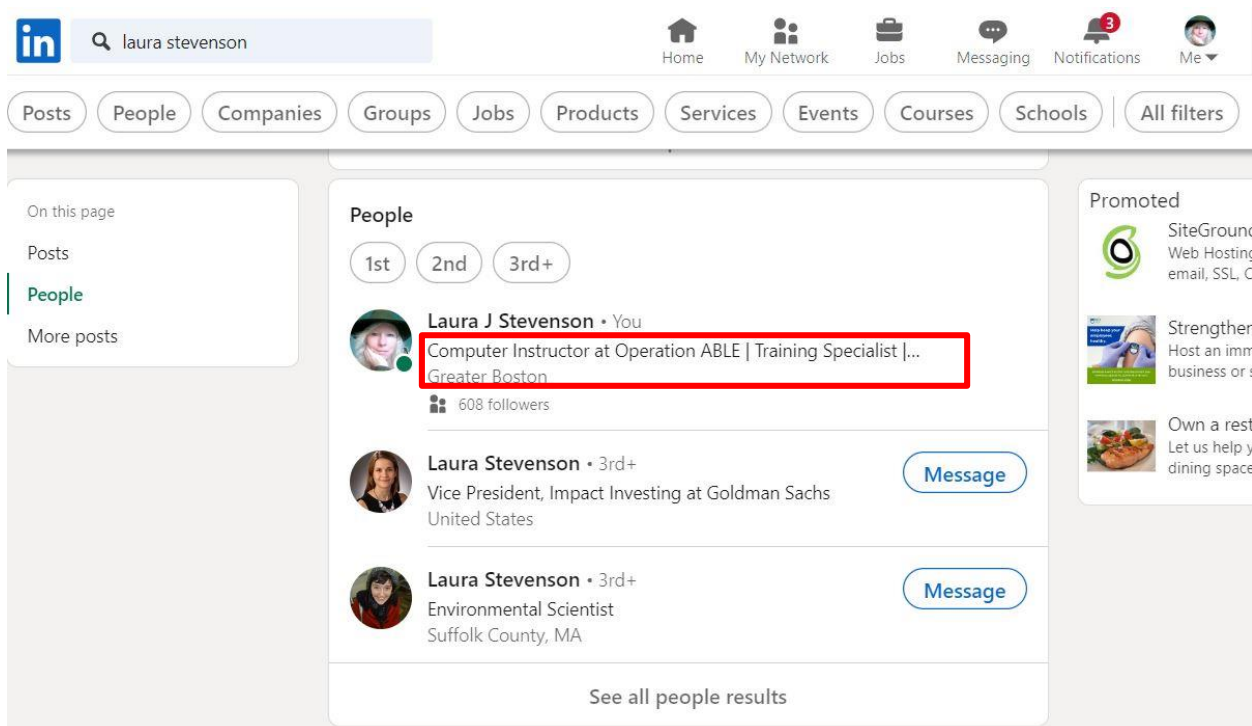
Social Media Tips & Tricks for the Job Seeker



Personalizing Your Headline on LinkedIn

Hi again! Let's talk about your LinkedIn headline. What's a headline you ask?

On LinkedIn, your headline is the area after your name that is used to describe who you are or who you want to be.



It appears everywhere your name does, and is one of the most critical parts of your profile. Your headline should be descriptive and creative. It should





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include your current or desired job title, your top skills, and whether you're currently job searching.

The field is easily editable so you can change it whenever you want or need. But just how important are LinkedIn headlines really?

According to JobScan (<https://www.jobscan.co/blog/impactful-linkedin-headline-examples/#what-are-linkedin-headline>), an online career service company, these are the top 5 reasons to improve your headline.

The screenshot shows the Jobscan website interface. At the top is a blue navigation bar with the Jobscan logo, a menu of products (ATS Resume, Cover Letter, LinkedIn, Pricing, Resources, Organizations), a search icon, and 'Log In' and 'Sign Up' buttons. Below the navigation bar, on the left, is a 'Share' sidebar with icons for Twitter, Facebook, WhatsApp, Pinterest, and LinkedIn. The main content area features the heading 'Here are five reasons:' followed by a numbered list:

1. Your LinkedIn headline is a public one-liner resume that gives your audience a quick overview of who you are, what you do, and what you bring to the table.
2. Together with your LinkedIn profile picture, your LinkedIn headline is the only part that will be seen in LinkedIn search results. People don't have the luxury of time to click through all profiles in the search results, so having a compelling and enticing LinkedIn headline will give you an edge over other job-seekers. This statement is your chance to convince your target audience to click on your profile and learn more about you.
3. Your LinkedIn Headline affects how recruiters, hiring managers, and prospective employers perceive you.
4. Your LinkedIn headline shows up in Google search results.
5. It's one of the most important fields for LinkedIn's search algorithm. Your LinkedIn headline portrays you as a credible member of your industry.

On the right side of the screenshot, there is a sidebar titled 'MOST POPULAR JOB SEARCH TOOLS' with a wrench and screwdriver icon. It contains five green buttons: 'RESUME BUILDER', 'RESUME CHECKER', 'LINKEDIN OPTIMIZER', 'CAREER CHANGER', and a blue button 'SEE ALL TOOLS'. The Jobscan logo is at the bottom of this sidebar.





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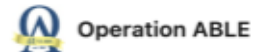


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It's one of the most important fields for LinkedIn's search algorithm. Your LinkedIn headline portrays you as a credible member of your industry.

For example, here in my headline, first I state my current role and employer, followed by other common terms for my position.

Laura J Stevenson (She/Her)



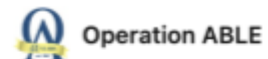
Computer Instructor at Operation ABLE | Training Specialist | Curriculum Development | Learning Management Systems | Remote & In-Person | Customer Relations Management | Passionate about Supporting Diverse Learners

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Next, I add other titles I could hold or might be interested in and potentially list skills that I want to highlight.

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I can change up the headline depending on what my goals are or what jobs I am interested in.

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Don't forget... You can download a Monday Minutes Cheat Sheet from Operation ABLE's website (www.operationable.net).

Work Cited: Baes, Hannah. "18 Impactful LinkedIn Headline Examples from Real People." *Jobscan*, 4 August 2023, <https://www.jobscan.co/blog/impactful-linkedin-headline-examples/#what-are-linkedin-headline>. Accessed 15 September 2023.



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