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**Ask the Experts**

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**LinkedIn**

**Do I need an “About” section on my LinkedIn profile, and if so, what should it include?**

Your LinkedIn About section is your chance to share who you are and what makes you unique. [Kate Reilly](https://www.linkedin.com/in/reillykate/), a writer, content strategist, and marketer, crafted an excellent article for the LinkedIn Talent Blog titled [“14 LinkedIn Profile Summaries That We Love (And How to Boost Your Own."](https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own)

In the article, Reilly provides inspiring examples of LinkedIn profile About sections. She also offers a number of tips including:

* Describe what makes you tick.
* Explain your present role.
* Frame your past.
* Highlight your successes.
* Reveal your character.
* Show life outside of work.
* Tell stories.
* Make your first sentence count.
* Pump the keywords.
* Write how you speak.

Some important reminders when creating your LinkedIn "About" section:

* People will only see the first four lines of your "About" section unless they click on "...see more" so make sure those 4 lines are engaging and captivate the reader.
* Recruiters and hiring managers want to learn more about you than what they can read on your resume. The "About" section is the perfect place to let them know who you are and remind them what makes you the perfect person for the job they are looking to fill.
* Use white space, emojis, or symbols to draw a reader's eye to important information.
* Always end your "About" section with a Call to Action!
* Consider adding your contact information to your "About" section to make it easier for recruiters, hiring managers, and potential contacts to get in touch with you.