



## 10 Tips to Rock Your LinkedIn Profile in 2025/2026

By Gabriela Mueller Mendoza

Your LinkedIn profile is your digital reputation, open 24/7. It works even when you sleep. It's your career insurance and your opportunity magnet. Build it when things are going well, not when you're desperate for a change.

Here are 10 practical tips that are easy to implement to make it shine.

### 1. Nail Your Headline

- Go beyond your job title.
- Combine three elements: industry keywords, your role or impact, and what makes you unique.
- Example: "Leadership Coach | AI Literacy Advocate | Helping Professionals Lead with Data & Heart."



### 2. Use a Smart, Human Summary

- Write in first person.
- Say who you are, what you do, and why it matters.
- Include a sentence about your mission or impact.
- Keep it under 5 short paragraphs, easy to skim.

### 3. Choose the Right Profile Photo

- Use a high-quality, recent photo where you look approachable and confident.
- Dress for the role you want next.
- Avoid group shots or heavy filters.

### 4. Upgrade Your Banner Image

- Use your banner as free real estate.
- Add visuals or text that represent your expertise, brand, or message.
- Example: your tagline, a stage photo, or your company's key theme.

### 5. Highlight Real Impact

- Each job should show results, not duties.
- Start bullet points with action verbs.

- Add numbers: “Increased engagement by 25%,” “Led training across 10 countries.”

## **6. Add 5 to 10 Key Skills**

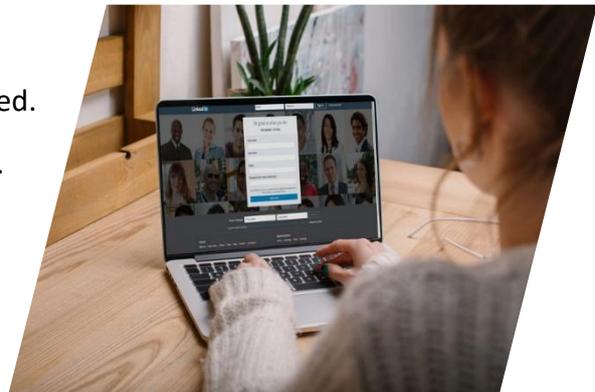
- Mix technical and soft skills.
- Pin your top three that best match your career goals.
- Update them every six months.

## **7. Ask for Endorsements and Recommendations**

- Reach out to trusted colleagues or clients.
- Keep it short and personal: “Would you mind endorsing my communication skills?”
- Give one to get one. Reciprocity works.

## **8. Post and Comment Regularly**

- Share insights, articles, or lessons learned.
- Comment on others’ posts thoughtfully.
- Aim for weekly visibility to stay in people’s feeds.



## **9. Add Multimedia Proof**

- Upload slides, videos, or articles showing your work.
- Showcase talks, interviews, or features.
- Visual proof builds instant credibility.

## **10. Keep Your Profile Future-Ready**

- Update your headline, summary, and skills twice a year.
- Reflect new trends, like AI, sustainability, or leadership evolution.
- Treat your LinkedIn as a live career story, not a static CV.

## **Quick Power-Up Checklist**

- ✓ Updated photo and banner
- ✓ Clear headline with keywords
- ✓ Engaging 40+ word summary
- ✓ 5+ relevant skills
- ✓ Visible achievements and results

**Your profile tells your story before you even enter the room. Keep it sharp, human, and aligned with where you want to go next.**

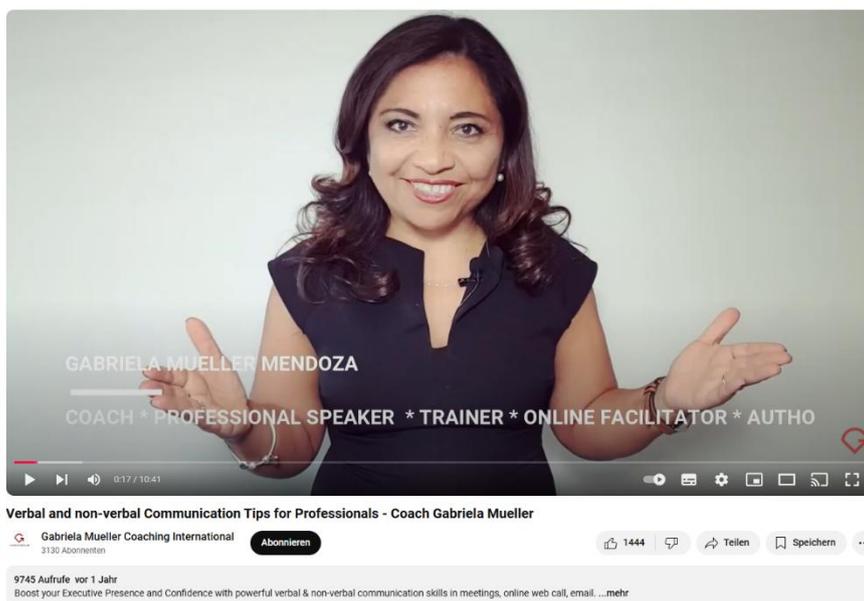
**Remember:** Your profile is a living document - schedule monthly check-ins to keep it fresh and relevant.

**My Podcast Episode on making your Linked Profile shine** [here](#)

**About How to Sound Confident at Work For Better Results** [here](#)

More tools about key topics for Women at work and in leadership? The Smart Woman Podcast in all platforms [Spotify](#) or [Open PlayerFM](#) or [Apple Podcasts](#)

**Video: Communication Skills Video with Gabriela Mueller** The body language and gesture videos I mentioned [here](#)



### Let's connect:

Gabriela Mueller [YouTube Channel](#) Follow Leadership Tips and tactics on [TikTok](#) or Instagram [CoachGabrielaMueller](#)

My Book aimed at empowering Women in STEM fields "How to be a Smart Woman in STEM" science tech engineering math Amazon link [here](#)

