

Leveraging LinkedIn as an ePortfolio

When it comes to seeking professional opportunities, you are likely familiar with resumes, interviews, and LinkedIn profiles.

However, have you considered the power of a portfolio?

Portfolios provide demonstrated evidence of your skills and abilities and may offer the opportunity to stand out. Let's explore ways to transform your LinkedIn Profile into an electronic Portfolio through leveraging various media and options!

WHAT TYPES OF MEDIA SHOULD I ADD?

- Images
- Audio
- Files
- Video
- Presentations

LinkedIn Learning



WHAT CAN I INCLUDE IN MY EPORTFOLIO?

- Anything that promotes your knowledge, skills, and abilities
- Course assignments demonstrating professional knowledge and skills
- Significant work projects or problems you solved
- Images of receiving an award, presenting, etc.
- Conference presentations
- Company newsletters you have written

(Morgan, 2017)



WHAT IF I DO NOT HAVE ACTUAL WORK TO SHARE?

- Create something that demonstrates the abilities you want to showcase
- Use outlines to show your process skills
- Record a video demonstrating something you do well
- Ask for letters of recommendation and create a presentation of featured quotes

(Morgan, 2017)



WHAT ARE THE BENEFITS OF AN EPORTFOLIO?

- Provides examples demonstrating your abilities instead of just listing your jobs and education
- Includes real samples of what you can do
- Differentiates your profile

(Freedman, 2021)



HOW DO I GET STARTED?

- Go to your LinkedIn profile
- Under your name, click "Add a Section"
- Choose what you want to add from the drop-down list under "Featured"
- Select "Media" to upload files
- Be sure to share with your network!



References

Freedman, M. (July 28, 2021). Business News Daily. Get Hired: How to add a portfolio to your LinkedIn profile. Retrieved from <https://www.businessnewsdaily.com/5557-linkedin-portfolio.html>.

Morgan, H. (March 3, 2017). Your LinkedIn profile is more than just a boring online resume. Retrieved from <https://www.linkedin.com/pulse/convert-your-linkedin-profile-online-portfolio-hannah-morgan>.