

# Maxillofacial Surgeons: How to Build your LinkedIn Profile

This article has two sections:

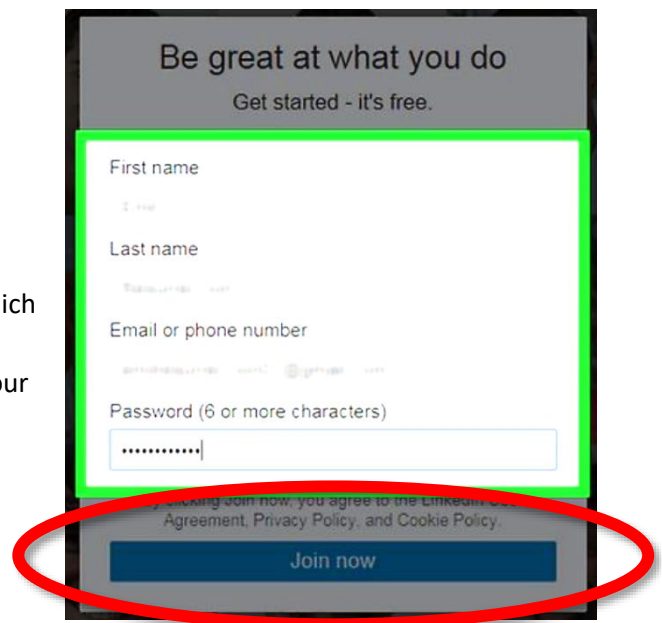
- [How to Join LinkedIn](#)
- [How to Update your LinkedIn Profile](#)

## How to Join Linked In.

To save time, have the following ready:

- About 30 minutes free time
- A good digital photo of yourself, 400x400pixel, preferably the same photo used in other professional profiles.
- Your business website URL
- Your email address (the one you want to associate with linkedin).
- Education information (where and when)
- Volunteer information if applicable.

1. Go to <https://www.linkedin.com/>
2. **Enter your personal information.** The information needs to be real; your actual name.
  - First Name
  - Last Name
  - Email - Your preferred email address at which LinkedIn can contact you.
  - Password - Your preferred password for your LinkedIn account.
3. Click **JOIN NOW**.



Be great at what you do  
Get started - it's free.

First name

Last name

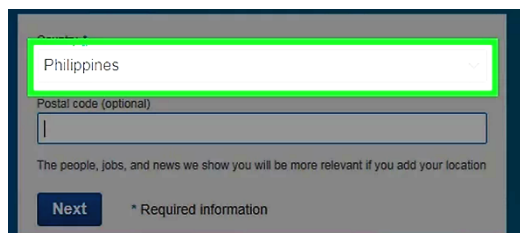
Email or phone number

Password (6 or more characters)

By clicking join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

**Join now**

4. Next, **select your country** and zip code.



Country  
Philippines

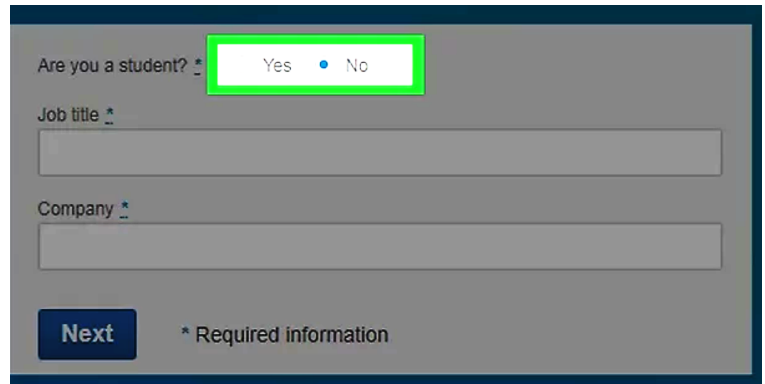
Postal code (optional)

The people, jobs, and news we show you will be more relevant if you add your location

**Next** \* Required information

5. Next, **indicate whether you're a student** and fill in your job title and company.

- Depending on your place of employment, you may also have to select a field from an "Industry" box on this page.
- If you're a student, you'll type in your current school, the year at which you started school, and when you plan to graduate.



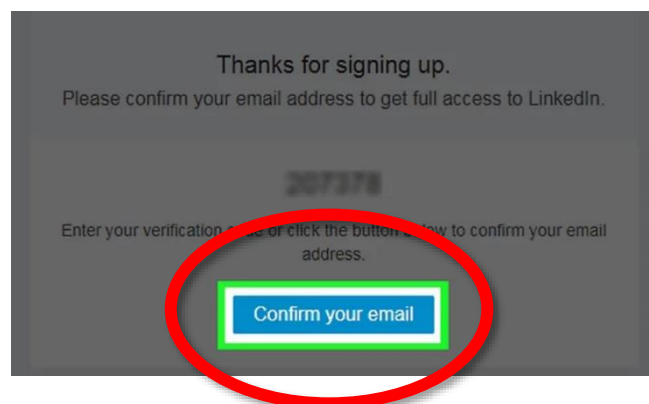
The image shows a LinkedIn registration form. At the top, there is a question "Are you a student?" with two radio buttons: "Yes" and "No". The "No" button is selected and highlighted with a green box. Below this, there are two text input fields: "Job title" and "Company". Both fields are empty. At the bottom left, there is a blue button labeled "Next". At the bottom right, there is a small text label "\* Required information".

6. Next, **customize the content and connections** to see on your LinkedIn page. This begins with choosing how you plan to use LinkedIn.



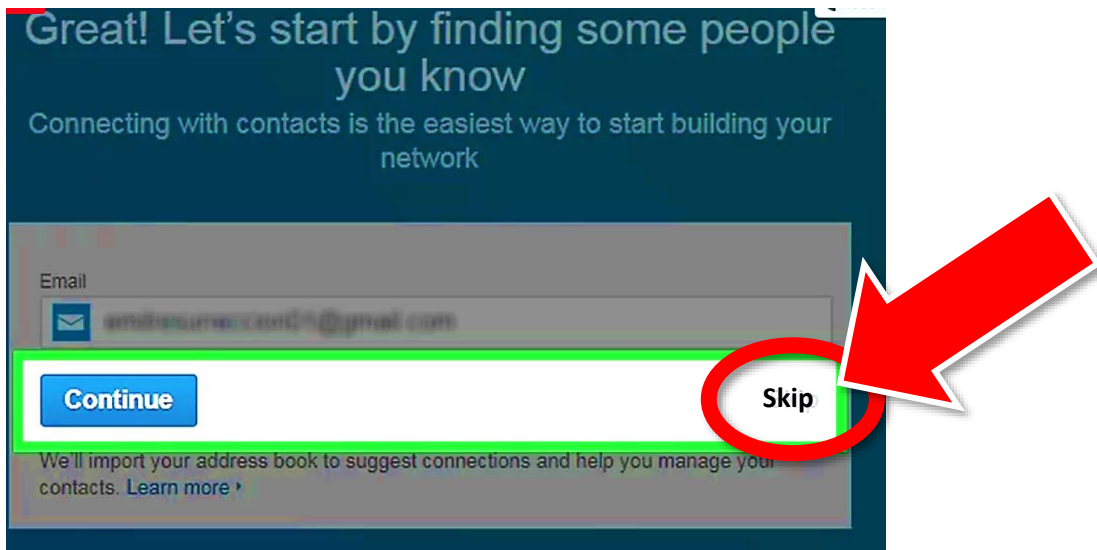
The image shows a LinkedIn registration screen titled "What are you most interested in?". Below the title, there is a subtitle: "We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)". Below this, there is a list of five options, each with a right-pointing arrow: "Building my professional network", "Keeping in touch with my contacts", "Staying up-to-date with my industry", "Finding a job", and "Not sure yet. I'm open!". The entire list is enclosed in a green box.

7. Next, **verify your email address**. *Don't close the LinkedIn page.* Simply open another window to access your email account and then check for the verification message. When you see it, click the blue CONFIRM YOUR EMAIL button.



The image shows a LinkedIn email verification screen. At the top, it says "Thanks for signing up." followed by "Please confirm your email address to get full access to LinkedIn." Below this, there is a blurred verification code. At the bottom, there is a text prompt: "Enter your verification code or click the button below to confirm your email address." Below this prompt, there is a blue button labeled "Confirm your email". The button is highlighted with a red circle and a green box.

8. From your email account, **you're taken back to LinkedIn** where you are immediately given the option to connect with all your email contacts. **CHOOSE SKIP!**



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#### BEWARE OF SPAMMING YOUR EMAIL CONTACTS

If you have fewer than 500 LinkedIn connections (a likely case because you're a new member), LinkedIn will keep encouraging you to expand your network. It does this in several ways, but the dialog box above is easiest to accidentally activate.

Choose **SKIP!**

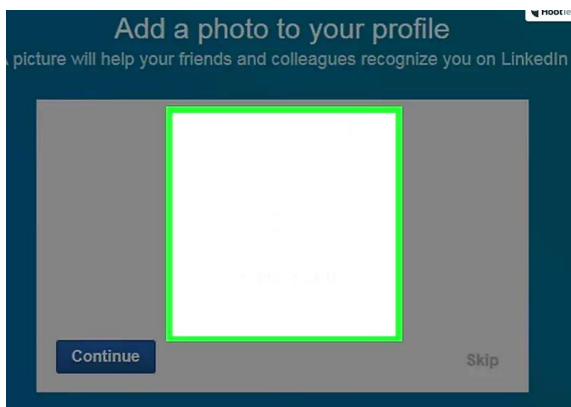
You *do not* want to send generated invitations to all of your email contacts in one fell swoop. It's spammy and annoying.

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9. **Add a photo. Click the Upload Photo box.**

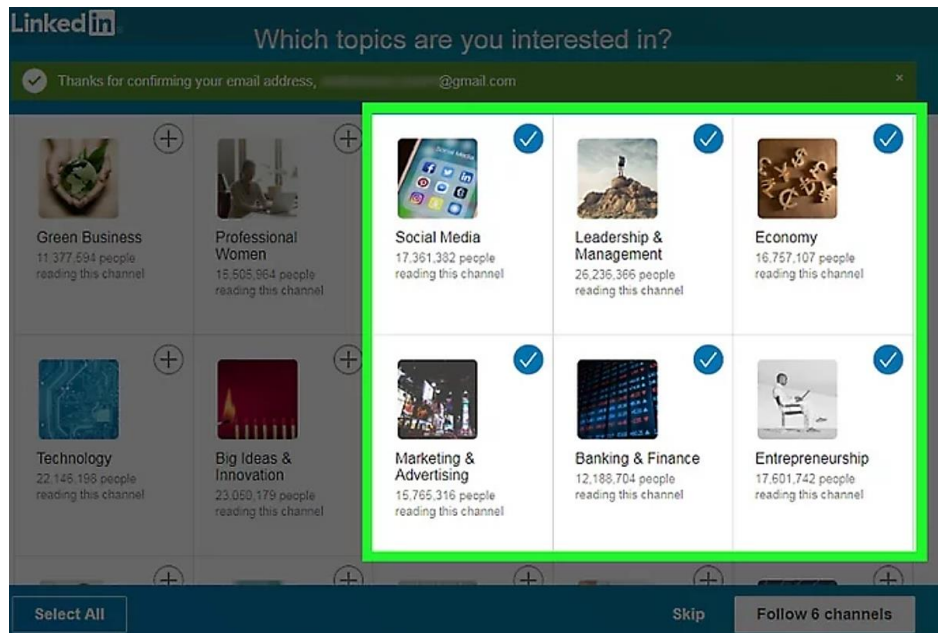
Photos should be:

- 400x400 pixels.
- The same photo from your website, if possible.
- A good face shot.
- NOT a picture of your dog or a logo. It looks evasive and lame.
- DON'T SKIP THIS. Photos are important!

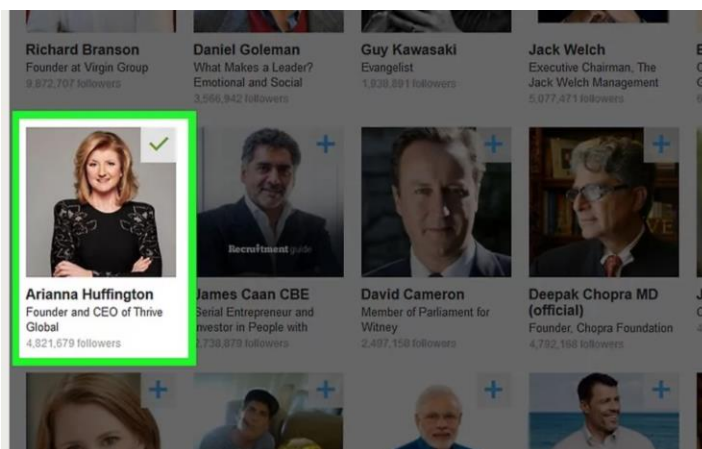


Adding a profile cover photo (the banner image across the top of your profile) isn't necessary for now. When you get around to it, the image should be 1584x396 pixels.

10. **Select channels to follow.** This is cool. It guides the information you'll receive on your LinkedIn Home page. Select anything that seems interesting. Don't be shy.



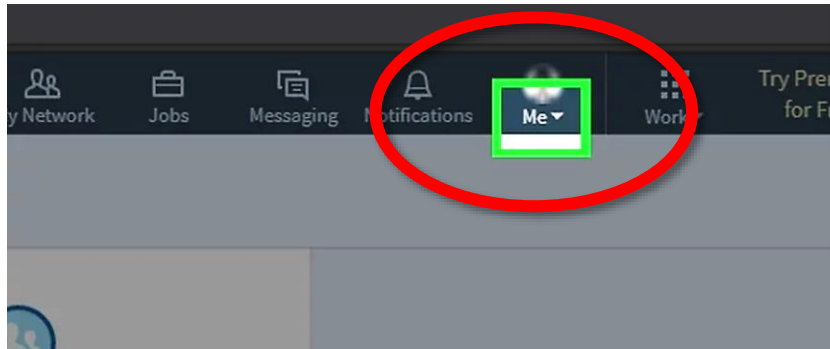
11. **Select influential profiles you'd like to follow.** This is cool too. Information posted on these profiles will show up on your Home page. (Following a profile doesn't mean these people are part of your network. It's just a way benefit from their activities. If they post something interesting, you'll know about it.)



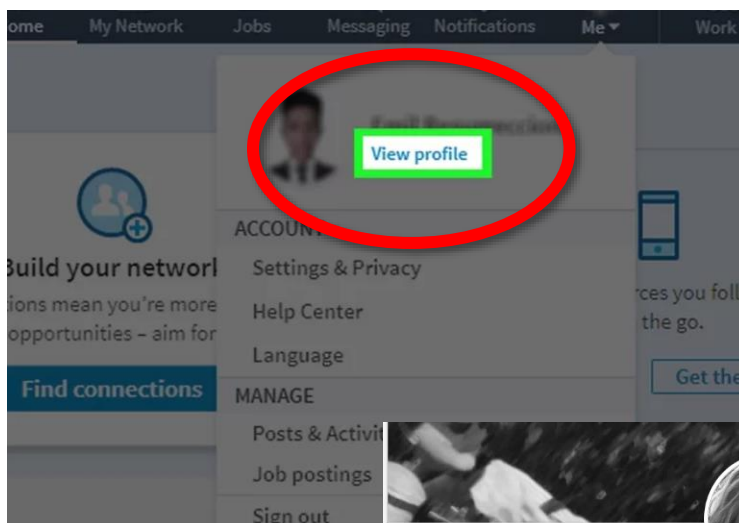
Once you finish this step, you've basically configured your LinkedIn information feed. Now it's time to finish your profile.

## How to Update your LinkedIn Profile

1. Log into LinkedIn. **On your profile page** (the page you see when you log in) **click the Me tab**. It's in the top right corner of your profile, directly to the right of the **Notifications** bell.



2. **Click View Profile** at the top of the **Me** drop-down menu.

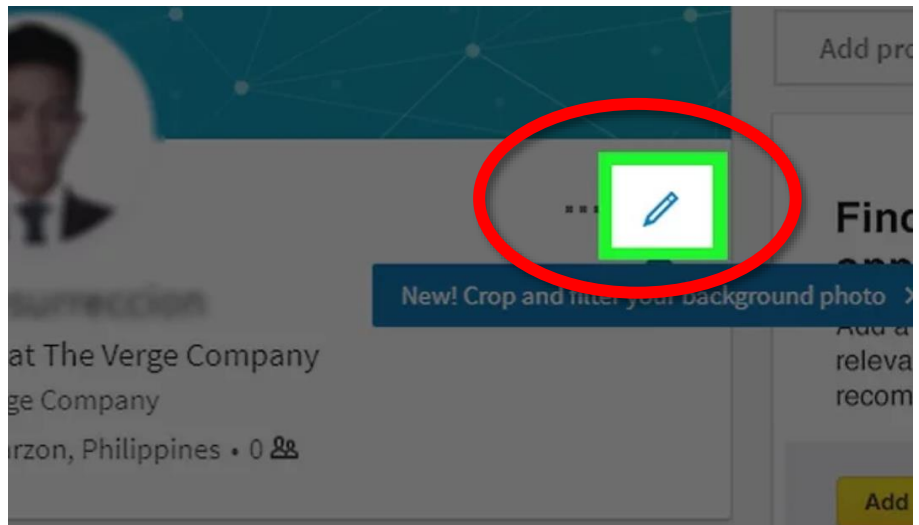


This opens your profile for editing.



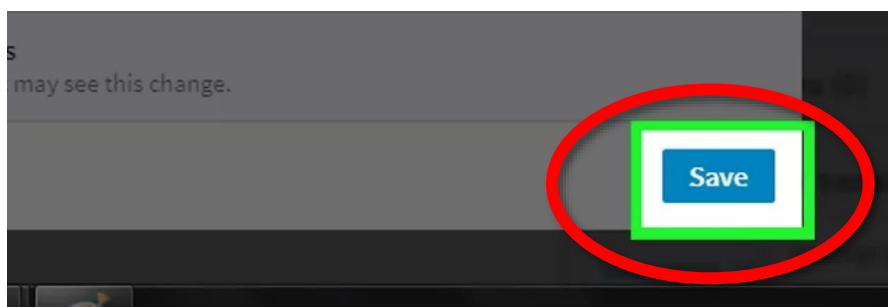
3. **Click the pencil icon** to the right of your picture.

This allows you to edit the profile introduction. It's the first thing public LinkedIn users will see.

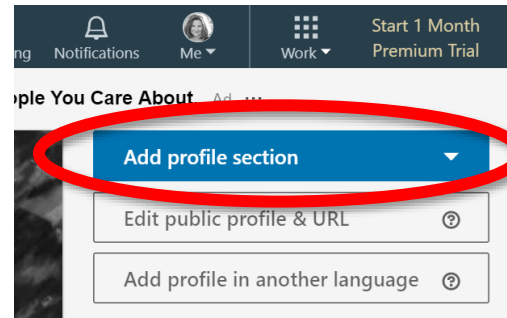


- **First and Last Name**
- **Headline** – Example: "Oral and Maxillofacial Surgeon, DDS DMD PhD"
- **Current Position** – Examples: XYZ Clinic, Fargo, ND —or— Associate Professor Oral & Maxillofacial Surgery/Pharmacology, NDSU, ND
- **Location Information** - Country, ZIP code, and city
- **Summary** – For now, the same description you use on your website
- **Add Education** – Your CV
- **Media**– For now, let this go. Eventually it's a good idea to upload articles, books, even slide decks you've developed.

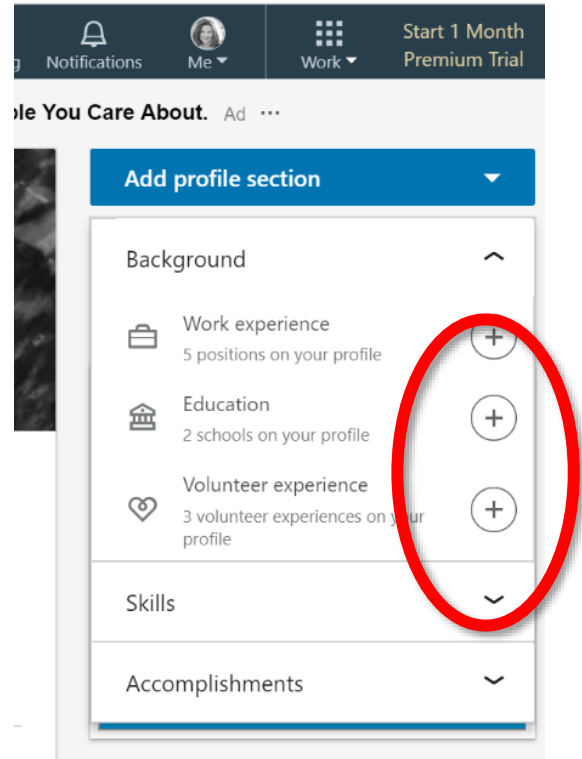
4. **Click Save.**



5. Click **Add profile section** in the right sidebar just under the **Me** tab.



6. Click the **(+)** symbol next to the section you want to edit.
- **Work Experience:** This can be simply where you've worked as a surgeon.
  - **Education:** Schools, specialized skill training.
  - **Volunteer Experience:** If you've volunteered in any way, add it. This says a lot about the kind of person you are. People look at this section. Don't ignore it.



OK you're done for now. Whew! Good job.  
We'll talk about LinkedIn Company pages next month.