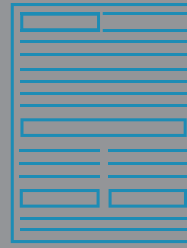


By Stacey Lane, Career Coach & Consultant



VS



While there are many similarities, your LinkedIn profile and resume serve different purposes, therefore you'll need to approach them differently. Here are the differences and similarities to pay attention to:

LinkedIn

1. Wider audience. LinkedIn is your online public profile. Don't assume people think you're looking for a job just because you're on LinkedIn.
2. More informal snapshot of who you are as a professional.
3. Written in a casual, informal style - first person, and "I" statements work. Third person, biography style writing sounds too formal and stilted for this social media platform.
4. Your LinkedIn summary can help connect the dots between how you got from "there" to "here".
5. More branded. By its very nature, your profile includes your picture, connections, endorsements, recommendations, etc, all which create more of an emotional appeal with your audience.
6. Builds social credibility. With third party contributions, recommendations and endorsements, your LinkedIn profile isn't just you telling someone about you - it's others sharing their thoughts about you too.
7. Similar sections to your resume: Experience, skills, education, affiliations.
8. Your photo is necessary on LinkedIn. Never with a resume.
9. You can use your profile as a portfolio - adding presentations, video clips or other meaningful documents to showcase relevant work samples.
10. Focused more on your current/ present-day professional persona, rather than just on the past. It's a more organic, live version of your resume.
11. Serves to build relationships with others, not just to present your professional credentials/ accomplishments. On LinkedIn, this can come across as overly confident or sales-y.
12. Your headline can be less formal than your current job title - it should provide some valuable information about your professional expertise. Don't advertise that you're unemployed or seeking new opportunities.

Resume

1. Very narrow audience. Used to apply for a specific job at a specific company.
2. More formal presentation of your credentials, mainly your career accomplishments and your education. Focused on quantifiable characteristics that demonstrate your value to a specific job or role.
3. More formally written. “I” statements aren’t used, but resumes are written in first person. Accomplishment statements begin with an action verb: “Revised”, “Drafted”, “Created”.
4. More condensed/targeted information: For the most part, your resume should only be two pages long (sure, exceptions exist, but they’re rare). LinkedIn’s summary section alone is 2000 characters.
5. Written by you to show you’re the best candidate/fit for a specific job. No endorsements or references should be included on your resume.
6. Focused more on your past accomplishments and education. “This is what I’ve done and what I’ve accomplished.”
7. If you include a summary on your resume, it should only be a few sentences. The purpose is different too. Your resume summary should succinctly condense your relevant expertise as it relates to the specific position. For example, you might include that you’ve worked in a number of industries (if this exposure is valuable to the potential employer), the industry-leading companies you’ve been affiliated with, and the different roles you’ve had related to the target position.
8. On your resume, you don’t include marital status, your birthday or hobbies. All of these are optional on your LinkedIn profile.
9. Your resume should only have relevant professional affiliations, such as professional industry groups, community involvement activities, etc. Don’t include all of your LinkedIn group memberships on your resume.

LinkedIn Stats

