How to List an Industry Certification on Your LinkedIn Profile

LinkedIn is a powerful tool social media platform that connects like-minded professionals and helps individuals expand their networks. A well-maintained profile on LinkedIn strengthens users' experiences and makes them easily identifiable to employers and other interested parties.

LinkedIn allows users to build a comprehensive profile that is not limited by space like traditional resumes. Just like it's important to list an industry certification on a resume, individuals should include their industry certifications on their LinkedIn profiles.

To list an industry certification to your LinkedIn profile, complete the following steps:

NAME OF INDUSTRY CERTIFICATION

- If not already included, add the Licenses & Certifications section to your profile

- Click the + sign in the Licenses & Certifications section. A pop-up window will appear on your screen

NAME OF ORGANIZATION

- Enter the complete certification name
    Example: Southwest Airlines Professional Communications Certification

- Enter the Issuing Organization
    Example: Southwest Airlines

ISSUE DATE & EXPIRATION DATE

- Remember to click the checkbox that says, "This credential does not expire" if the certification does not have an expiration date

- Enter the date of issuance
    Example: October 2020

CREDENTIAL ID & URL

- Enter the Credential ID
    Use the Certification ID listed on the paper certificate you received after earning the industry certification

- You can also add a Credential URL to help others learn more about the industry certification.
    Find the URL for your industry certification by visiting:
    www.icevonline.com/industry-certifications

- Click Save to add the industry certification to your profile

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Add licenses & certifications   ✕

Name *
> Southwest Airlines Professional Communications Certifcation

Issuing Organization *
> 🟥 Southwest Airlines

☑ This credential does not expire

Issue Date   No Expiration Date
> October   ▼   -

> 2020   ▼

Credential ID
> 12345678

Credential URL
> https://www.icevonline.com/industry-certifications/sw-professional-communications

We no longer share changes to licenses & certifications with your network. **Learn how these are shared and when**

Save and add another   **Save**

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How to Add Skills to Your LinkedIn Profile

Along with including an industry certification on a user's LinkedIn profile, listing specific skills on LinkedIn allows users to showcase their abilities. Certification earners can list the industry standards assessed in the certification exam as skills on their LinkedIn profile.

After a user has listed a skill on their profile, 1st degree connections will have the opportunity to validate these skills. An endorsement provides further credibility to the user's LinkedIn profile and increases the likelihood of being discovered in searches related to that particular skill.

To list a skill on your LinkedIn profile, complete the following steps:

NAME OF INDUSTRY CERTIFICATION

• If not already included, add the Skills & endorsements section to your profile

• Click Add a new skill in the Skills & endorsements section. A pop-up window will appear on your screen

• Enter the skill
    Example: Interpersonal Communications

The industry standards associated with your industry certification are listed in the letter accompanying your paper certificate

You can also find the industry standards online by visiting the webpage for your certification.
Go to **www.icevonline.com/industry-certifications** and select the industry certification you earned to view the webpage with the industry standards and other information about the certification

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Add Skills   ✕

🔍 Interpersonal Communications   ⊖

You can add 31 more skills

Interpersonal Communications ✓

Suggested skills based off your profile:

(Digital Marketing +) (Branding & Identity +) (Cascading Style Sheets (CSS) +)

(Corporate Branding +) (Corporate Identity +) (Advertising +)

(Creative Strategy +) (Poster Design +) (HTML5 +) (Brand Development +)

                                                        (Add)

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