CREATING A STRONG LINKEDIN PROFILE

PROFESSIONAL “HEADLINE”

This along with your name is the first thing others will see. This can be your job title or an indication that you are a student, but your headline gives you a way to sum up your professional “identity” in a short phrase. The Career Center recommends that you use a short phrase that highlights your career objective along with your skills, interests, and experiences.

Examples:

- Recent grad with experience creating organic marketing campaigns for Fortune 100 companies.
- Proven leader with experience in designing biomedical devices and managing a team of 5 individuals.

PHOTO

This is the first image an employer or alumnus will have of you. As a college student, your photo needs to project a mature and professional image. Take a photo in business professional attire. Don’t use a photo from a social event or one that requires you to crop someone out of the photo.

SUMMARY

This should outline the key skills and experiences that are relevant to the industry or career field that interests you. Areas to focus on include:

- Professional interests (marketing, advocacy, education, collaboration, etc.)
- Extracurricular activities (foreign languages, student council, study abroad, tutoring, etc.)
- Community involvement (volunteering, local jobs held, etc.)
- Professional achievements (scholarships, awards, president’s and/or dean’s list, etc.)
- Relevant work experience, coursework, projects (internships, classes taken, job shadowing, etc.)
- Leadership experience (executive roles held in clubs, committees, organizations, etc.)

Example: **Strong background in promotional editing and writing. Two years of experience as a reporter for a college newspaper. Public relations and marketing intern with a local non-profit organization. Utilized print and social media as methods of communication with the community. Three years of experience writing newsletters for college student-run organization. Interested in career opportunities in advertising, public relations, or other positions where I could do promotion work and writing.**

SPECIALTIES/SKILLS

Include keywords so others can find your profile. These can be skills, languages, or techniques such as:

- Communication – verbal & written
- Interpersonal/team
- Problem solving/analytical
- Organization
• Management
• Languages

Example: Social media experience – Facebook, Twitter, LinkedIn; Technical experience – Adobe PageMaker, Dreamweaver CS4, Windows and Mac Platforms; Language Experience – American Sign Language (Proficient), Italian (Fluent, Native)

EDUCATION

Include your major(s), minor(s), and concentration(s), if they are relevant to your professional goals. Typically, many students do not include their GPA. Highlight any academic honor societies in the Honors section. Additionally, feel free to highlight any relevant coursework, papers, projects, assignments, and research.

Example: Selected Science Courses and Projects – Biochemistry, Molecular Biology, Quantitative Analysis, Advanced Inorganic; Laboratory Skills – IR Spectrum Analysis, Cell Culture, Dissection, Gel Electrophoresis; Research – Assisted with cell culture, ELISA, Basic flow cytometry, Recombinant protein synthesis, Protein analysis with Western blots, BCA assay, and Electrophoretic mobility shift assays and leukocyte isolation.

EXPERIENCE (WORK, EXTRACURRICULAR, VOLUNTEER)

The key to a successful experience is to think of all your experiences that are relevant to your career goals. Paid experiences are only if they are relevant. In fact, if your volunteer and/or extracurricular experiences are more relevant to your internship/career objective, then describe those in this section.

Resume Upload: It is possible to upload your resume into LinkedIn to populate the experience section. If you opt to include a copy of your resume as part of your profile, it is VERY IMPORTANT that you remove your address from that resume. For your personal safety and to prevent identity theft, only your email address should be on this resume.

CONNECTIONS

LinkedIn will suggest people to add to your network, but it’s important that you seek out people that you know to add to your network. For people you already know, search by their name. Find other people by using the Advanced People Searches. Search on school, keywords, current and past employers, and fields. Potential people in your network:

• College & high school classmates
• Faculty members
• Advisors of student organizations
• Career counselors
• Supervisors & co-workers (current and past)
• Alumni

• Friends of parents or relatives
• Student organizations / honor societies
• Volunteer groups
• Teammates
• Professional associations

When connecting with someone within a group or within your field of study that you do not know well, be sure to customize the message that LinkedIn generates when sending a connection request. Describe why you hope to connect with them so they will be more likely to accept.

URL TIP: After creating your profile, go to your profile’s homepage and click “Edit public profile & URL” in the top righthand corner. This provides you with an opportunity to shorten your URL so that it’s easier for others to search for your profile. Consider changing the portion after linkedin.com to some professional variation of your name. You can then copy and paste your shortened link onto your resume/cover letter/references page documents.

Example: linkedin.com/clydecougar