

LinkedIn

PROFILE CHECK LIST

- Write an informative headline: Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas.
- Pick an appropriate Photo: LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!
- Include your education: Include all your schools, camps, courses, and study abroad or summer programs. Don’t be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.
- Develop your summary: Your Summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals. Include relevant work and extracurriculars.
- Fill Skills and Endorsements: This section is the place to include keywords and phrases that recruiters search for. Start with the skills you know off the top of your head. Then get more ideas of what to include by finding relevant terms in job listings that appeal to you and profiles of people who have the kinds of roles you want.
- Make Connections: Start with family and friends. Then search for groups. Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.
- Claim your unique linkedin URL: To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).
- Share your work: You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?