

# LINKEDIN PROFILES

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## At A Glance

- Keep your LinkedIn profile updated and professional.
- Highlight past experiences that demonstrate your work proficiencies.

## Why LinkedIn?

In our internet-connected world, about 85% of jobs are found through **networking**. LinkedIn is the perfect networking tool; not only can you find jobs on this versatile site, but it can also serve to build and maintain networks, research potential employers, and build your job experience beyond the confines of a normal resume. Creating a LinkedIn profile is not difficult, and can be made even easier by following these six simple steps.

## 6 STEPS TO CREATE A STELLAR LINKEDIN PROFILE

### 1. Choose a Profile and Cover Photo

When taking your profile picture, be sure to dress the part. If you are in doubt, professional or business casual is a good choice. Make sure the background of your profile picture does not call too much attention away from your smiling face!

Then, choose a cover photo in a similar fashion; where do your professional interests lie? Try searching the web for a cover photo that reflects those interests. Want to be an editor? Look at cover photos that have books or other objects that bring your dream job to mind. Make sure your cover photo is related to your career aspirations rather than your personal life.

### 2. Write a Headline.

What taglines would make you stand out in your field? Pick two-to-four different titles/roles that exemplify who you are and why you are the perfect pick for your selected industry. **Get creative!** Draw on previous experiences and roles you have held; what makes you a great job candidate? For ideas, look at people on LinkedIn that have roles that interest you.

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## 3. Create a Summary Statement.

The first three lines of your summary statement show up as a part of your profile automatically, so make them count! Hook your audience by using first person voice, showing your enthusiasm and interaction with different companies, your professional goals, and your skills (such as problem-solving and/or communication). Tell the story your resume doesn't.

## 4. Personalize your URL.

You can customize your public URL to something more professional and memorable, such as including a middle initial. Add your personalized URL to your resume under contact info.

## 5. Survey What Others Have Done.

For inspiration on expanding beyond your resume and what information to include, look at the profiles of people already doing what you want to do. What are the similarities? How are they different from other profiles in different fields? This will give you a good idea of what the norms are and what keywords will help you stand out. Add media including photos, videos, and links on each experience to make it visually appealing!

## 6. Build Your Network.

Try to connect with at least 50 people; these can be previous coworkers, bosses, friends, family, or anyone you feel can help you grow professionally. Remember: each member of your network has their own network. Use those connections to perform research, connect with your chosen job field, and learn more about different jobs. You never know which contact will lead you to the job of your dreams!

## 7. Stay Active!

Create posts and follow employers, companies, and hashtags that interest you. Keep building and creating connections. If you plan to apply for a position, make sure you are following them on LinkedIn. The more you put into it, the more you will get out of it!