

# BUILDING YOUR LINKEDIN PROFILE

## STEP ONE:

- Go to [www.linkedin.com](http://www.linkedin.com) and follow instructions to create a new profile. Follow the Building a Great Student Profile recommendations and come to as close as 100 percent completion as possible.

## STEP TWO:

- Upload a **professional headshot**. Make sure it is a recent, professional headshot of high quality. (Do not crop a group photo.). See 10 Tips for Picking the Right LinkedIn Profile Picture for help.
- Customize **background banner photo**. Your photo should reinforce who you are and visually support the written portions of your profile. Images to consider include: workspace, city architecture, your tools of trade (camera, paint brush, etc.), cause/mission, artwork or textured images to add visual interest.
- Write an **industry-specific headline** with keywords from your field. For example:
  - Aspiring Java Software Developer | Seeking Entry-Level Programming Position | Experience with JavaScript and Python
  - Public Relations and Communications Professional Seeking New Opportunities
  - Aspiring advertising creative with two summer internships at area marketing agencies
- Write a summary that briefly describe your background and your goals in the **About section**: Who you are? What you do? Who you help? How you help them? Use bullet points for emphasis. See 10 LinkedIn Profile Summaries That We Love (And How to Boost Your Own) for help.
- **Add your experiences**. Start with your most recent job and highlight relevant skills and duties to your desired industry. Include internships.
- **Education**. Include all the schools you have attended and graduated (or where you are pending graduation), and all degrees and fields of study. Then, add activities/organizations, awards, honors and society memberships. This is a chance to show off your leadership skills.
- List any **licenses/certifications**.
- Don't forget to include volunteer experiences.
- Choose at least five key **skills** to showcase your strengths (language, computer, social media, etc.).
- Join **LinkedIn groups** related to your career, follow an alumni group or connect to specific companies you are interested in.
- Upload or link to documents, photos, videos and presentations.

## STEP THREE:

- Make your profile public and customize your LinkedIn URL
- Add connections of people you know. Consider reaching out to people you would like to know by tailoring connection requests (Ex. I see that you graduated from Westfield State University – go Owls! I am criminal justice major and would like to learn more about your work in the courts. Can we connect on LinkedIn?).