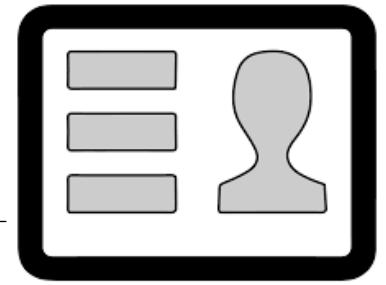


Let's learn how to set up a profile on



Let's Get You a LinkedIn Profile...



Your profile should showcase the knowledge and skills that you have developed that relate to your interests and should include information that is relevant to your current job and internship search. LinkedIn is the perfect place to discuss your academic and career related achievements. Unlike other social media profiles, this is not the best place to post personal information, nights out, vacations, etc.

1. Pick a professional profile photo.



Your photo is the employers first impression of you. Make it count!

Headshots are preferable. Photos that include your full body will make your face appear too small.

It is important to dress professionally for this photo. Typically, this includes a dress shirt, a dress, a blazer, or a blouse. These items should be solid plain colors. Very busy patterns are not recommended. Jewelry and makeup should also be simple.

Smiling in a natural way helps you look inviting to employers 😊. Avoid awkward and unprofessional poses. 

You should be the only person in your photo. Try not to include pets, objects, or busy backgrounds.

Your picture should be current. Potential employers meeting you will expect you to look the way you do in your picture.

Try to use the same picture for all of your professional images. This will help to create a consistent professional brand.

LinkedIn Suggestion Use a headshot taking up to 60% of the frame. The standard profile photo size is 400x400 pixels. If you upload a larger picture LinkedIn will resize photos up to 8MB. LinkedIn also lists what not to include in profile pictures: company logos, landscapes, animals, and words or phrases.



2. Create a Strong Headline



Though LinkedIn assigns you a headline with your current job title and employer, it is best to personalize your title and make it your own. Your headline is your opportunity to grab an employer's attention and display your abilities.



Speak directly to your audience. Think about what will attract an employer at the job that you want. What will the recruiter most likely care about?

For example: Customer-focused pro who can program every robot in your manufacturing facility. Specializing in ABB, FANUC, and Kawasaki robots.

Be specific and speak to your skills.

For example: Tireless, caring Registered Nurse who helps pediatric cancer patients and their families feel at ease throughout treatment and recovery.



Work in key words and be creative.

For example: Reliable pet-sitter who will find out and report back to you exactly what your dog is up to when you're not home.

Transforming Healthcare Tech at Simplee

Helping People Get Results on Social Media

3. Fill Up Your Summary Section



Your summary is YOU until they meet the real you.

The summary holds the most prominent position on the screen on LinkedIn. This is the place to tell your story in 2,000 characters, pictures, and videos. In about 3-5 short paragraphs write about your work passions, skills, unique qualifications, and industries you have experience in.

The next few slides will give you some tips on how to write an effective summary.



Summary Section Continued

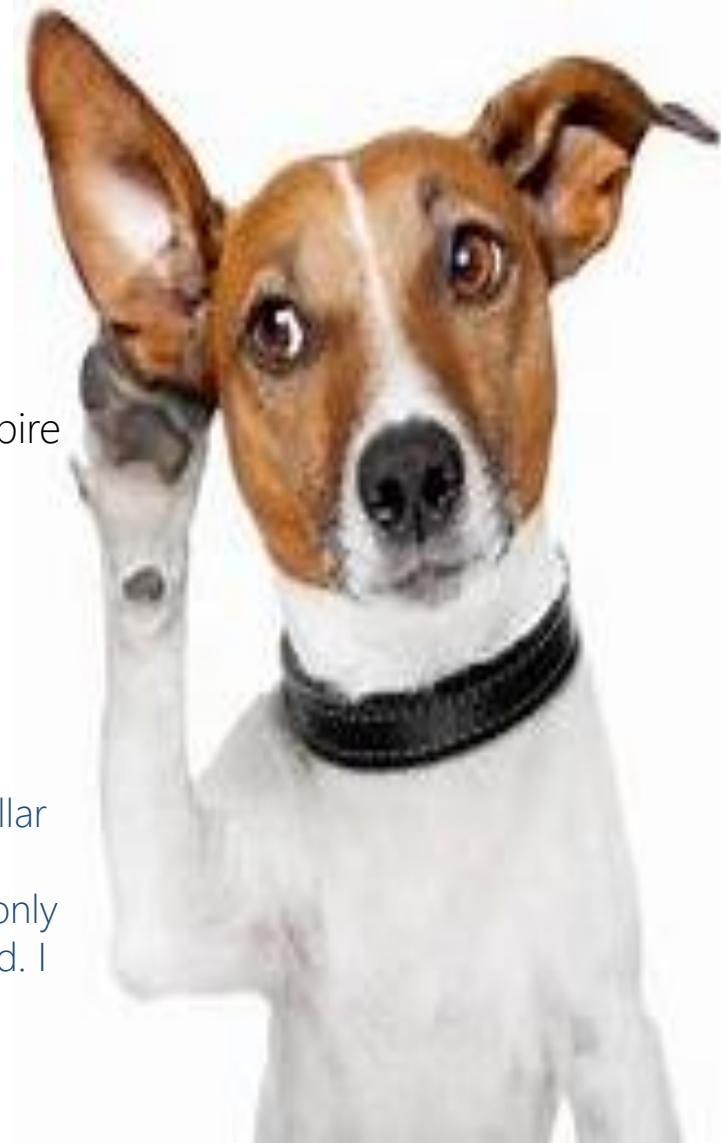
1. **Discuss Your Victories:** Include a sentence for each of your significant victories and the value that you added to this victory.

For example: “increased revenue with key small businesses through relationship-building and networking; hired, trained and led our company’s first inside sales organization to support revenue growth objectives”

2. **Include your Values and Passions:** Include the things that inspire you.

3. **Mention Your Superpowers:** What can you do better than anyone else?

For example: “I can review reams of data to find the million-dollar error; I make team meetings fun and productive, getting everyone involved; I love to listen – not only to what's being said, but to what is not being said. I have been told I am the best listener”.



Summary Section Continued

4. **Give Numbers:** Provide quantifiable facts and figures that highlight your accomplishments.

For example: "I saved the company \$3M through the 'Go Green' initiative that I created and executed"

5. **Highlight YOU:** What makes you YOU?

For example: "I often compliment my co-workers on their accomplishments because teamwork and appreciation are the key to success."

6. **Back Your Summary Up:** This section could include quotes from others regarding your performance, awards, accolades, etc.



7. **Use Bullet Points:** Make it easier for the employer to read the most important parts of your summary by bulleting the parts you want their attention drawn to. It is recommended that you use bullet points to highlight your experience.

Summary Section Continued

8. **Avoid Buzzwords:** Overuse of a word can take away from the impact it has when an employer is reading your profile. Try to avoid using words that are frequently used by other candidates to seem impressive.

For example: Specialized, Experienced, Leadership Skills, Passionate, Motivated, Successful, Responsible, Strategic, Creative, Effective, Patient, Expert, Organizational, Driven, Innovative, Analytical, Focused, Generalist, etc.

9. **Use Multimedia to Showcase Your Skills:** You can add photos, videos, and a slideshow presentations to your profile.



Strategic
Positive
Responsible
Expert

Summary Section Continued

Test your Summary *posted on LinkedIn*

Start by reading your LinkedIn summary as if you were reading it for the first time, through the eyes of your audience and read slowly, paying attention to every word you wrote. Avoid the tendency to skim. Then, for each of the following questions, give yourself a rating from 1 to 3, where 1 is 'very little' and 3 is 'completely'. Keep track of your ratings so you can calculate a total score (between 13 and 39) at the end.

- 1.Does the opening sentence, phrase or heading make you want to read more?
- 2.Is it authentic - consistent with who you really are?
- 3.Does it differentiate you from your peers or competitors?
- 4.Is it relevant, addressing the needs of the people you are trying to attract (decision-makers and influencers)?
- 5.Is it compelling? Does it provide interesting facts and statements that make the reader want to get to know you?
- 6.Does it contain at least 20 - 30% personal information (your interests, passions, values, philanthropic interests, point of view and life experiences)?
- 7.Does it explain how you add value, telling the reader what happens when you do what you do?
- 8.Does the writing style and content you included convey your personality?
- 9.Is it formatted beautifully? Did you create enough white space to break up the paragraphs? Did you write powerful headlines for different content blocks?
- 10.Does it include external validation (things like "People say I'm..." or a favorite quote or "The Association of Finance Executives awarded me...")?
- 11.Is it grammatically correct and perfectly proofed?
- 12.Does it include all the keywords for which you want to be known multiple times? (This is vital for being found in online searches.)
- 13.Did you get the reader to want to learn more or take action?

Now, total your score.

If you scored between 30 and 39, bravo! Your summary will attract the attention of those who need to know you.

If you scored 29 or under, you need to spruce up your summary.

Once you refine your summary or create a new draft, you're still not quite ready for prime time. Apply one final test before uploading it to your profile.

Summary Section Continued

Have an Audience Test Your Summary *posted on LinkedIn*

Identify three people who would be open to helping and will provide you with honest feedback:

- *a member of your target audience*
- *a mentor, coach or trusted colleague who wants you to succeed; and*
- *a friend or family member who knows you well.*

Ask them:

- *Is it an accurate representation of who I am and how I create value?*
- *Does it make you want to learn more?*
- *Is there anything missing?*
- *What one change would you make to improve it?*

Once you get their feedback and make your final refinements, upload your summary to your profile.

Summary

complete®



4. Work Experience Section



So far you have done a great job hooking in the reader, now that you have their attention it is time to impress them with your experience. When deciding what experience to add, ask yourself:

Were you in a job for a long span of time where co-workers will remember you?

Did any of your jobs provide you with valuable experience in the industry?

Did you work several different roles in the same jobs? Including all roles will show depth of knowledge.

The next few slides will give you some tips on how to write an effective Work Experience section.



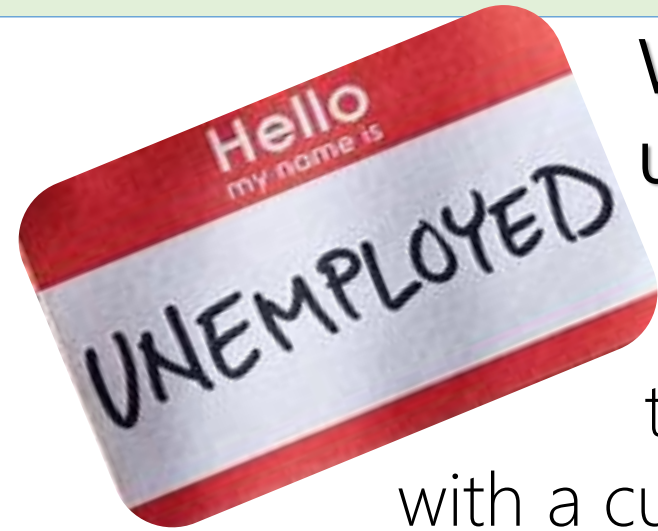
Work Experience Section Continued

1. **Start with an overview.** In 2-3 sentences, summarize your role in that position.
2. **Do not create a large list of bullets.** LinkedIn suggests you type an overview of your position, leave a space then add a section header listed as "Achievements" followed by bulleted information. Sections should be 3-5 achievements.
3. **Start bulleted sentences with your achievements.** For example, instead of saying "*Within the first month, I increased package sales by 10%*", say "*Increased sales by 10% within the first month*". Be sure to mention times when you have been promoted, hand-picked for projects, etc.
4. **Keep your work history relevant.** This section does not need to be a full account of your work experience. You should list past jobs that are relevant to the jobs that you are seeking.
5. **Be concise.** You want to do your best to keep the reader's attention.



Work Experience Section Continued

- 6. Use action words and keywords.** Use action words such as managed, directed, maintained, etc. instead of “responsible for” or “in charge of”. Include words that you may find in the description of the job that you would like to apply to.
- 7. Use the correct tenses.** If you are no longer in a position included in your work experience section, be sure to use past tense. If you are currently in the position, use present tense.
- 8. Link your positions to the company website or LinkedIn page.** You may also include the company logo.
- 9. Link to other sections within your profile.** Other sections within your profile, including projects, organizations and courses, can be linked to your work experience section. This will encourage the reader to explore these other sections.
- 10. Add supporting uploads.** Images, PowerPoint presentations, pdf documents, written articles, etc. can all be added to your profile to support your written information. These documents can serve as a visual portfolio.



What do you do when you are unemployed.

When most employers run a search, they search exclusively for candidates with a current position that fits what they are looking for. If you are currently unemployed, you may want to include a current job entry with the title of the position that you are seeking and *In Transition* or *Seeking New Opportunity* in the Company Name Box.



5. Skills & Endorsements Section



Skills are one of the most commonly searched sections by recruiters and hiring managers. According to LinkedIn "Members with 5 or more skills listed are contacted (messed) up to 33x *more* by recruiters and other LinkedIn members, and receive up to 17x *more profile views*."

The next few slides will give you some tips on how to write an effective skills section.



Skills & Endorsement Section Continued

LinkedIn allows you to add up to 50 skills, let's make them count!

List hard and soft skills in this area. Hard skills are teachable skills like writing, mathematical skills, etc. Soft skills are not as measurable. Soft skills include conversation and listening skills, adaptability, etc.

List skills based on your education, experience, and the direction you are planning for your career. Create a list of the skills you think you use frequently in your current and past work experience, focusing on skills that are listed in jobs descriptions of interest to you.

Carefully choose your first 3 skills. Your first 3 skills are visible to everyone viewing your profile. These skills will be the most likely to be endorsed by first level connections. Think about which skills you would like to be most endorsed.

Rotate these top 3 skills periodically to increase the number of endorsements across all skills. Skills that have reached approximately 99 + endorsements, should be moved to a lower spot as they will likely not receive more.

Wondering what an endorsement is? Flip to the next slide

Endorsements are a form of credibility on LinkedIn for people who don't know you. Gaining endorsements can be a process. Many times, when you endorse someone for a skill, they will endorse you for some of your skills as a courtesy. You should only endorse others for skills that you know them to have. When someone endorses you for a skill, it is recommended that you send them a quick message via LinkedIn thanking them. Manage your endorsements by keeping your skills updated and dropping skills that are no longer relevant to your current career goals, skills and responsibilities.



6. Education Section



This section is a good opportunity for you to expand your network by connecting with others in your past schools.

List your education as you would on your resume. Fill in your degree type, fields of study, GPA if 3.5 or higher, and the years you attended this institution. You may also include your major or emphasis. If you have not yet completed your undergraduate degree, it is best to list your current school and year of anticipated graduation.

Add extracurricular activities you participated in while attending this school. Clubs and organizations you belonged to, including any officer positions you held in those activities, any societies you joined or were given membership to, such as honor societies, and alumni organizations/activities as well as fraternities/sororities.

Enter awards or honors received from this school. You may also enter any special events or experiences that didn't fit in the Activities and Societies box, such as studying abroad.

7. Recommendations Section



A recommendation on LinkedIn is a written reference supporting you and your work. Recommendations are linked to the job that it relates to. Employers can use these recommendations as a pre-reference and get a sense of who you are as an employee. Reach out to past colleagues, managers, and associates and ask if they would be willing to write you a recommendation. Always read over your recommendations. If you feel a recommendation is not as favorable as you would have hoped or it is poorly written, you could and should hide the recommendation.

8. Contact Section



Provide a form of contact information that you are comfortable with. An email address, twitter handle, blog, etc. are all sufficient; however, be sure that whatever method you use is professional.



Other Tips

Put in the time to make it awesome.

Fill out as much of the profile as possible. A LinkedIn profile has many sections including skills, volunteer associations, education, etc. These sections are a good opportunity for you to let the reader know more about you as a person. Ideally, you would like to give a potential employee the impression that you are a well rounded individual.

Add relevant links to your profile. If you have a work-related blog or online portfolio, connect them to your profile.

Proofread your profile. It is very important that your profile is free of errors. Be sure to look over your profile and ask a second person to review it as well. As careful as you may be, it is always best to have a second set of eyes look it over.

Update your LinkedIn Status. As with all other social media, the more you update your status, the more you will be present in others feed. Feel free to update your status weekly with professional information



Other Tips Continued

Join LinkedIn groups that are relevant to your profession or industry. Joining these groups will not only show that you are engaged, it will also connect you with people in the field. Groups are a great way to network with individuals in the field that you are interested in for guidance and/or employment.

Make Connections. It is optimal to have at least 50-100 connections. This will show a potential employer that you are active on LinkedIn and are able to network. You may request people you know or people in groups; however, do not over request. After a large number of rejections, LinkedIn will close down your account.



**For more help and support with your
job or internship search or if you just
need to talk to a career counselor,
contact us!**

Center for Career and Professional Development
Building 1A – Room 105
718-982-2300

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