

LinkedIn is no longer optional

In order to be competitive in the 21st century job market, you need to create a LinkedIn profile that truly stands out and that works for you.

To get started:

1

Go to LinkedIn.com and create an account

2

Login to your account

3

Press “Me” tab and go to “View Profile”

Step-by-step tips to help you create your profile:

These three items appear when you are searched on LinkedIn:

NAME

Use your first name & last name only – no degrees or icons.

- You can add a maiden name.

PHOTO

Insert your headshot photo.

- When taking your headshot, dress as if you are going to a professional networking event in your industry.
- *Best if the background is white or gray, not busy.*

HEADLINE

Treat this as your LinkedIn “Elevator Pitch.”

- Articulate what you’re doing now, what you’re passionate about and what you’re interested in doing in the future.

BANNER IMAGE

Add a horizontal background image that helps promote your personal brand.

- Never use the default background provided by LinkedIn.

ABOUT ME

Include information about you (such as the “summary” from your resume).

- Upload “Rich Media Content” to tell your story including videos, presentations, links to blog posts or articles you’ve written.
- You can even upload your resume as “Rich Media Content.”
- Include your email address here.

CAREER INTEREST

Let recruiters know you are open to opportunities even if you currently have a job.

- Change your job seeking preferences under “Settings.”
- Update your location (i.e. Metropolitan area).

EXPERIENCE

Be sure to tag the official page for your company or organization.

- Use info from resume.

EDUCATION

Add your college and expected graduation.

- Include major accomplishments, extracurricular involvement and leadership experience.

SKILLS

This list is searchable. You can add your relevant skills right to your profile.

- Pin your top 3.
- Enter up to 50 skills.

RECOMMENDATIONS

Obtain at least 3 recommendations.

- These can be from professors, co-workers or people who supervised you in an internship or work-related experience.

VANITY URL

i.e. www.linkedin.com/in/johnsmith

- Use this as the signature line in your resume.

*Some content shared from Touro College