

Building Your LinkedIn Profile

If you do not already have a LinkedIn profile to work with, simply follow the instructions for registering and establishing the basics. (LinkedIn should be updated once a year)

Getting Started:

Once you have completed the basics, it is time to work on the three most influential elements:

- Headshot
- Headline
- Summary

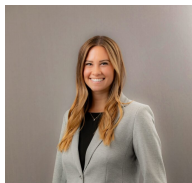
Throughout this process, keep in mind that LinkedIn is about building relationships and connections in a purposeful, organized way, not just adding people for the sake of maybe getting a job. Also, keep private until complete.

Headshot:

Your picture is the first thing other users will see on your profile so consider what message your headshot is portraying.

Be attentive to:

- Quality of photo
- Eye contact
- Smiling
- Proportion of image
- Cropping



Ask yourself if your photo is professional, good quality, and timely.

Headline:

Go beyond your "job title"...Don't let the system default determine your introduction, this can be the hardest thing to write.

Examples:

- Merchandising senior | Strong analytical skills balanced with creative insights.

- Customer-focused pro who can program every robot in your manufacturing facility. Specializing in ABB, FANUC, and Kawasaki robots.
- Tireless, caring registered Nurse who helps pediatric cancer patients and their families feel at ease throughout treatment and recovery.

Summary:

The summary is a first or third person perspective that includes a discussion of your career goals. You should integrate information about the status of your professional development as well. A good way to begin is to answer questions such as: who do you want to reach with your summary? What do you want them to know about you? How do you want them to feel after reading your summary? Use key words that are standard in your industry.

The order of your content should follow similarly to how you would compose your resume (see ready reference E8)

BRAND YOUR PROFILE

Be purposeful

Reflect the right (key) words

Attend to your audience

No Stone left unturned Complete your profile!

Develop & deliver your message

Extra:

Customize your LinkedIn URL via settings

OKState email only

Include personal interests

Do NOT include birthday



Employer Tips for LinkedIn

Below are some tips given by employers on what students should and should not do in order to have a successful Linked In account.

DO:

- Update your profile after graduation. If you do not update your profile after graduation, it can lead employers to think you are lazy.
- Use a profile picture that shows you smiling. This will make you seem more approachable to employers.
- Follow companies that interest you.
- Upload your resume to Linked In, but only list your email address on it and not your phone number. Employers can use zoom.com in order to obtain your phone number.
- Include information on your profile about promotions, organizations, leadership positions, certificates, honors, and activities.
- Get endorsements after coming out of college because it can help your Linked In profile.

DO NOT:

- Do not use third person when writing on your profile.
- Do not have a poorly written summary, since it could rule out your chances with an employer.
- Do not send invitations directly to the agency, but rather, send invitations to the recruiters for that agency.
- Additional Information:
- Some employers will share bad profiles within the company.
- Even if your profile is set to private, companies can see the information because they pay Linked In. Treat your profile as though employers can see it all.