

## Building a Strong Linked In Profile

1. Do you have a professionally appropriate photograph? (circle one)

Yes  
No

**Action:**

If yes, you're ready to upload when you create your profile on line

If no, arrange to have one taken either by a friend, colleague or professional photographer. Remember that the photo should be of you alone, wearing professional dress and friendly expression, and a simple/plain background.

2. Write your "headline". You may want to mention that you're a recent graduate, what kind of position you are seeking, what relevant organization you belonged to/held office in, where you did an internship or co-op, etc. Remember, you're trying for impact with this headline!

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3. Write your summary. We suggest you start with listing your key skills and the experience and accomplishments that demonstrate those skills. You should also include a listing of your goals - what do you want to do/accomplish in the future?

KEY SKILLS	Validating experience and accomplishments

Goals	What do you want to accomplish?

Now use the above list to write your summary. Remember to make it concise, specific and keyword rich, and when you insert it into your on-line profile, make sure it is typo free :

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Make a list of individuals you could ask to write recommendations for you. This can be professors, former employers, internship, co-op or volunteer supervisors. Do not use personal, character references like your neighbor or church pastor. Remember that references are for your professional experience not personal.

Do you have a professional looking email address? (circle one)

Yes  
No

**Action:**

If yes, consider adding a professional signature that includes your contact information and the URL for your on-line profile.

If no, get a new email account to use professionally (see recommendations on Assessing Your Online Presence handout).

Identify where else you may be able to use the URL from your on-line profile, such as Twitter, your resume, your cover letter, portfolio, etc.

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**Congratulations! You're all set to create your new  
Linked In profile!**

**Don't forget to explore Linked In Apps!!**