



# Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

## Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2



## Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

## Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

## Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

## Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.



# 6

## Update your status regularly.

Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



# 7

## Show your connectedness.

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



# 8

## Collect diverse recommendations.

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

# 9

## Claim your unique LinkedIn URL.

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).



# 10

## Share your work.

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?



## Get a Great Profile.

Get going at [www.linkedin.com](http://www.linkedin.com)