

7 KEYS TO A LinkedIn PROFILE

This is the first part of your profile viewers will see when they reach your page. This is important area to keep your viewers interested in you, so make it count!

1. YOUR NAME

Pretty simple!

2. HEADLINER

This could be your current position(s) in your professional career or your educational pathway. However, you are free to get more creative with your headline.

"Creative Intern at GAP"

"Illustrator | Cheese Maker"

"Artist & Student at MICA"

3. PROFILE PICTURE

LinkedIn members with profile photos get 11 times more views. A well-taken profile photo will reflect better you! Your profile picture should be just a head-shot with your face as the main focus. Here are some tips for taking a better profile picture:

1. Take it in a well lit area
2. Show all of your face,
3. Wear a professional outfit.
4. Non-distracting background.
5. Make sure it reflects you!

4. CONTACT INFO

Make sure to add your contact information so your viewers have a way to get in touch with you. The interface of LinkedIn Messages is quite clunky and most people do not like using it, so it is better to provide your viewers with an easier option.

You can provide an Email Address (professional), Twitter link, or a Portfolio Link. You don't have to have them all, but it's good to provide at least one.

5. SUMMARY

This is the introduction to you! Your summary should include your background, accomplishments, and contribution to your area of specialty. Start to think about these questions:

- *Who are you?*
- *Where were you educated?*
- *Where are have you worked?*
- *What are your skills?*
- *What is your personality?*
- *What experience do you have?*
- *What can you contribute?*
- *What have you accomplished?*
- *What is your career goal?*

Buzzwords can become really key here. Sometimes it helps to look up other people in your network borrow some of their language. (no plagiarizing!)

ADDITIONAL TIPS:

- Be specific about your accomplishments, skills, and experience.
- Use 40 words minimum to 200 words maximum.
- Check your use of passive voice and make sure to read your summary aloud.
- Think of your LinkedIn summary as a professional statement for the job that you really want.

6. EXPERIENCE

If you don't have a resume already, a LinkedIn profile can act as an aid to drafting one up! There are several types of experience you can add to your LinkedIn profile like:

- Job Experience
- Volunteer Experience
- Projects
- Publications
- Honors and Awards
- Skills
- Courses

Projects, exhibition work, leadership positions, volunteer work, and so on can be included in the EXPERIENCE section. The key is to not think of these sections as being solely for past job or internship experience.

Company Name * 6

Cell Studio

Title *

Design Intern

Location

Springfield, Massachusetts Area

Time Period *

Choose... Year — Choose... Year

I currently work here

Description

Designed posters, fliers, for local events around Springfield. Acted as an assistant to the senior graphic designer and contributed Photoshop and Illustrator skills to the studio's projects. Used digital rendering skills as well as screen printing to create a poster series promoting the annual FreakFest.

7 Add Media: Document Photo Link Video Presentation

7. DOCUMENTATION

Below the SUMMARY and EXPERIENCE section, there are options to add documentation of your work. This can be photographs, text, videos, presentations, and links where you showcase your skills. Including

documentation of your experience can give viewers a better sense your personal style.

LinkedIn provides a project section, but it doesn't have the option to add an image gallery, so as an alternative the section

marked EXPERIENCE can be used for projects and act similarly to a portfolio.

GETTING CONNECTED

LinkedIn's mission is to connect the world's professionals to make them more productive. Networking is key and will get you the most out of LinkedIn's platform.

WHO TO CONNECT

The power to connect is what makes LinkedIn a great networking tool. You can add anyone you know personally like friends and family members. You should think about adding any:

- Classmates and alumni.
- Coworkers and former employers.
- People you know through mutual connections.
- Family members
- Faculty
- Friends

When connecting with people on LinkedIn:

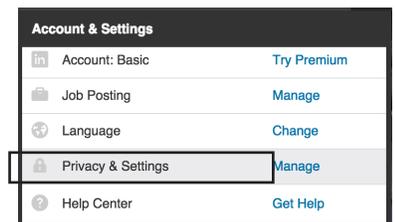
- Consider personalizing your connection request. Mention how you know them. Where you met, when you met, why are you connecting with them etc.
- If you talked, mention something that interested you about them.
- Tell them why you wanted to connect with them.

PRIVACY TIP!

Before you let the whole world know via email that you've made a LinkedIn, consider changing these default settings:

Find "Privacy & Management" in the Account & Settings section

Turn on/off your activity broadcasts option: with this option on, every single change you make will be broadcasted to your network through email. If you prefer not to share your activity, turn this off.



Privacy Controls

- Turn on/off your news mention broadcasts
- Choose whether or not to share your profile edits
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Choose who can follow your updates
- Change your profile photo & visibility »