

# LinkedIn Profile Template

## PHOTO: Professional Headshot

"HEAD" shot implies head, not full body, nor anyone else's body

## Your Name | HEADLINE

1<sup>st</sup> line under name: HOW TO IDENTIFY YOURSELF

- Use a current position or academic major
- What you aspire to be: "Aspiring Financial Analyst"

**REGION / INDUSTRY:** Region is based on zip code / Choose your industry wisely

**CURRENT / PREVIOUS / EDUCATION:** Auto-filled

**CONNECTIONS:** "Developing Your Network": Initial target: 50.. .Next goal: 500!

- Seek out employers, faculty, alumni and other students in your field.
- Utilize "FIND ALUMNI" function, when job searching, seeking contacts or as another networking tool

**LINKEDIN APP:** UTILIZE THE "PEOPLE YOU MAY KNOW" FEATURE TO ADD CONNECTIONS

**PROFILE CATEGORIES:** SUMMARY

- Describe what motivates you, what you're skilled at, and what's next. Inspire your reader.
- Recruiters look for future employees, those who demonstrate their drive and aspirations.

**EXPERIENCE:** Once you have a finalized your resume, copy/paste it into LinkedIn. Include photos and videos from your work. **Best: always include bullets to clarify the specifics of your roles.**

**EDUCATION:** List your degree but list your FULL DEGREE: "Bachelor of Business Administration in..." "Bachelor of Science in..."

**SKILLS & EXPERTISE:** Add at least 5 key skills and then your connections can endorse you for what you're best at.

- **Determining your skills:** ask yourself, what are the KEYWORDS associated with my field?
- If you don't know what skills to choose, look at others in your field to determine your list.

**ORGANIZATIONS:** Have you joined any organizations? Be sure to describe what you did in the group.

**HONORS & AWARDS:** If you earned some form of recognition, let the world know about it!

- President's List, Dean's List, honor societies, scholarships, Most Improved., and more!

**VOLUNTEER EXPERIENCE & CAUSES:** Volunteer experience is an important part of your LinkedIn profile - ensure all experiences listed are significant.

**COURSES:** List your courses, but make sure you list relevant courses I. No need for course #s.

**PROJECTS:** Great opportunity to present your projects and your group members! Post your PPT too!

**TEST SCORES:** If you have stellar test scores (GPA, Bloomberg Aptitude), then it's time to post them.

**LANGUAGES:** Do not include English since it is obvious.. .you created your entire profile in English!

**PERSONAL INFORMATION:** Add your birthday, so your connections are notified., but DON'T include "Marital Status:" It is illegal information!

**GROUPS / COMPANIES / INFLUENCERS = "HOME" = LINKEDIN FEED:** Join groups, follow companies, and influencers: national figures, who provide a world view! These are great opportunities to learn about your field and to network outside of your circle.

**RECOMMENDATIONS:** Click on 'down arrow' next to "View Profile As....to find: "Ask to be recommended." It's important to ask supervisors/colleagues for recommendations and provide them!