



BUILDING YOUR *LinkedIn Profile*



LinkedIn is a platform for building your network, exploring opportunities, and sharing your professional story.

WHY USE LINKEDIN?

- **Build your professional brand** by showcasing your experiences, skills, and accomplishments.
- **Grow your network** by connecting with classmates, alumni, faculty, and industry professionals.
- **Discover opportunities** including internships, jobs, and networking events.
- **Be found by recruiters** searching for candidates.
- **Learn and stay informed** by following companies, industries, and career trends.



PROFILE POINTERS

- **Use keywords.** Include skills and industry-specific terms that are likely to be searched for.
- **Engage with content.** Like, comment on, post, or share posts to stay active and visible in your community.

LINKEDIN CHECKLIST

Profile Photo

- ☐ My outfit is neat, professional, and appropriate for the field I'm pursuing, and my photo is clear with good lighting and a neutral background.

Professional Headline

- ☐ I used industry relevant keywords that highlight my major and/or career interest (e.g., Nursing | Pediatrics)

About Section

- ☐ I introduced myself with my major, year, and career goals - highlighting key strengths and skills.

Experience/Project Section

- ☐ I included my jobs, internships, and/or leadership roles - using action verbs and results when possible.
- ☐ I added at least one class project or case study, detailing what I did for the project, tools I used, and/or lessons I learned.

Education Section

- ☐ I listed my degree, school, and expected graduation date, making sure to spell out the name of my degree and school completely. Relevant coursework, honors, and/or GPA are also included.

Skills Section

- ☐ I listed 5-10 relevant skills (e.g., Microsoft Excel, Data Analytics, Communication)

Optional Sections

- ☐ I included relevant credentials (e.g., Excel certifications, LinkedIn Learnings)

