

Before you even start an account, ask yourselves these 3 questions and write down your answers:

- 1) What are 3 things you want to convey?
- 2) Who are 3 people you can ask for a recommendation from?
- 3) What are 3 organizations you want to connect with/follow?

### **KEEP YOUR ANSWERS IN MIND AS YOU COMPLETE THE STEPS BELOW.**

- Create your account**
- Turn off sharing edits so your connections aren't notified each time you edit your account**
- Upload a profile picture that:**
  - ▶ Shows you in professional attire
  - ▶ Is not too far/not too close
  - ▶ Is not grainy/blurry/pixelated
  - ▶ Has a professional, solid/not distracting background
- Change your LinkedIn URL to a personalized URL**
- Write a Great Headline That:**
  - ▶ Uses keywords you want to be known for and that a recruiter would search for
  - ▶ Utilizes the 120-character opportunity to capture your target audience (e.g. PBA Ministry Student/Social Media Intern at ...)
- Write a Killer Summary:**
  - ▶ 3-5 short paragraphs
  - ▶ Written in the first person
  - ▶ Describes your accomplishments
  - ▶ Tells a story
  - ▶ Uses keywords
  - ▶ Uses white space to break up the text effectively
  - ▶ Is free of spelling/grammar errors, and mistakes
  - ▶ Shows off your personality and values
  - ▶ Consider Adding Media (a video intro, photos of you in action, etc.)
- Add Experiences**
  - ▶ Include any internships/jobs/entrepreneurial work/leadership roles
  - ▶ Add at least 2 experiences with three accomplishment statements each
- Add Your Education**
  - ▶ List your current university (PBA)
  - ▶ List your graduation date
  - ▶ List any completed degree(s)
  - ▶ Include your study abroad university(if applicable)
- Add Skills**
  - ▶ Chose at least 10 relevant skills
  - ▶ Skills match your desired field
- Add volunteer experience/extracurricular activities/relevant projects**
- Upload a background image that is consistent with your "personal image"**
- Reach out to potential recommenders and receive at least three recommendations**

*Does your profile make you smile yet? When the answer is yes, start connecting!*

- Make at least three connections**
- Join professional groups related to your major**
  - ▶ Be active in 2-4 groups
- Publish an article**
- Your profile is now 100% complete!**

# LINKEDIN RESOURCES

## PROFILE PHOTO TIPS

- <https://www.thebalancecareers.com/take-a-professional-photo-for-linkedin-2064035>
- <https://blog.photofeeler.com/linkedin-profile-picture/>

## MAKE A PERSONAL URL

- <https://growing-socialbiz.com/simple-steps-creating-your-customized-linkedin-url/>

## HOW TO WRITE A HEADLINE

- <https://resumeworded.com/linkedin-review/linkedin-headline-examples-for-students>
- <https://www.jobscan.co/blog/impactful-linkedin-headline-examples/>
- <https://cultivatedculture.com/linkedin-headline/>
- <https://www.forbes.com/sites/dailymuse/2012/08/14/does-your-linkedin-headline-suck/#7707fcb29335>
- <https://www.linkedininsights.com/5-stunningly-good-graduate-student-linkedin-summary-examples/>
- <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>
- <https://www.linkedin.com/pulse/5-reasons-you-should-add-media-your-linkedin-profile-steve-loates/>
- <https://social-hire.com/blog/candidate/two-professional-tips-to-help-boost-your-linkedin-profile-part-ii-using-visual-elements-links-and-multimedia>

## HOW TO WRITE A SUMMARY

- <https://www.linkedininsights.com/3-stunningly-good-linkedin-profile-summaries/>
- <https://kimgarst.com/write-sticky-linkedin-profile-summary/>
- <https://www.totaljobs.com/advice/how-to-write-a-great-linkedin-profile>
- <https://www.grammarly.com/blog/good-linkedin-summary/>
- <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

## CHOOSING/DESIGNING A BACKGROUND PHOTO

- <https://www.avidcareerist.com/2015/09/13/linkedin-background-image-canva/>
- <https://www.forbes.com/sites/josephliu/2019/06/17/linkedin-background-photo/#733c3f9a501b>
- <https://davidgaudreault.com/15-linkedin-cover-banners-with-outstanding-designs-that-will-inspire-you/>

## HOW TO WRITE A CONNECTION REQUEST

- <https://www.linkedin.com/pulse/7-best-ways-customize-connection-request-j-t-o-donnell/>
- <https://career.berkeley.edu/connecting-linkedin-5-point-email>

## HOW TO USE SKILLS EFFECTIVELY

- <https://www.job-hunt.org/linkedin-job-search/LinkedIn-skills-endorsements.shtml>
- <https://www.zipjob.com/blog/linkedin-skills-right-skills/>

## WRITING AN ARTICLE

- <https://www.linkedin.com/pulse/why-writing-linkedin-articles-important-personal-rob-driscoll/>
- <https://www.themuse.com/advice/how-to-write-a-linkedin-article-if-youre-not-a-writer-and-still-sound-credible>
- <https://okdork.com/linkedin-publishing-success/>

## GENERAL TIPS & TRICKS

- <https://lifelifehacker.com/build-your-linkedin-profile-from-start-to-finish-with-t-1751936305>
- <https://www.linkedin.com/pulse/20140624184011-10901037-what-you-re-doing-wrong-on-your-linkedin-profile>