Top 5 LinkedIn Necessities

1. **PROFILE PICTURE**
   - Smile and show enthusiasm
   - Focus on face – waist up picture
   - Casual / Business Apparel – no props (e.g. camera, microscope)
   - Individual picture – no cropping people out of picture
   - Background – Aesthetically pleasing – not distracting
   - Think...“Who will they see coming in the door for an interview.”

2. **PROFESSIONAL HEADLINE**
   - Professional key words that identify and relate to your professional job search
     - Keywords should match job descriptions you apply to (e.g. management, C++, machine learning, data collection, event planner, advertising)
     - List job titles you aspire to apply to (e.g. software developer, copy writer, statistician)
   - Use “pipes” to separate key words with a space before and after each pipe ( | )

3. **Public URL**
   - Upper right-hand section of homepage CLICK on *Edit public profile & URL* - click

   - Click on “pencil” tool to edit your name

4. **SUMMARY**
   - The first sentence should introduce your career or career goal, skills, education, and email address. *This is an opportunity to tell others why they should read more about you.*
   - It is advised to list your email address in the first 1-2 lines, so interested employers and professionals can contact you. *LinkedIn charges others to connect with you through InMail that are not 1st or 2nd connections. This is a personal preference.*
5. Professional Experience & Education

- List current work/professional experience first, following with reverse chronological order
  - Copy/paste bullets from your resume from each experience
- List current education first and follow in reverse chronological order
  - Only list community colleges and universities that degrees were obtained (e.g. not 15 credits of community college credit)
- GPA is only necessary if first position out of college or required by a job description

LinkedIn Help

A great resource for tools, information, and tricks on building your profile, growing your network, and finding jobs. Go to: https://www.linkedin.com/help/linkedin?lang=en