



Creating  
a  
Profile





## Why should you have a profile on LinkedIn (LI)?

DO YOU RECRUIT IN SOCIAL NETWORKS?



- 89% will recruit in social networks this year
- 55% will spend more on social recruiting
- 64% use 2 or more networks for recruiting
- 78% expect increased competition for hires

*Published by Jobvite from a survey conducted online between May and June 2011 w/ over 800 HR recruiters.*



## *No More Resumes, Say Some Firms*

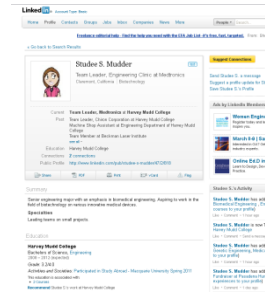
Wall Street Journal/Careers January 24, 2012

**“Companies are increasingly relying on social networks such as LinkedIn, video profiles and online quizzes to gauge candidates' suitability for a job. While most still request a résumé as part of the application package, some are bypassing the staid requirement altogether.”**



## Four Basic Reasons to start your account

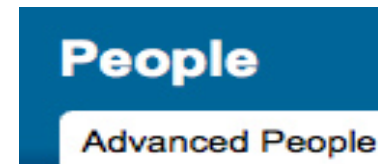
### 1. To establish your professional profile



- Your profile is discoverable through millions of searches on LI or from search engines like Google.
- It rises to the top of search results thus it lets you control the first impression people get.
- It gives you a chance to showcase your skills and talents so the right people and opportunities find you.



## 2. To stay in touch with colleagues and friends

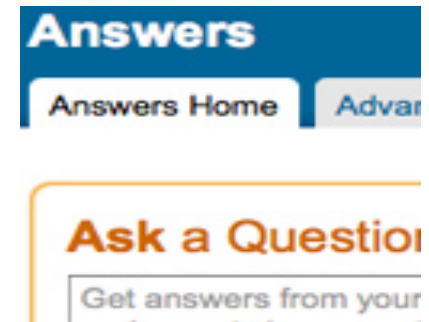


**Name**

- Keeps your addresses up-to-date since people today constantly change jobs and locations
- Allows you closer contact with great tools to communicate and collaborate.



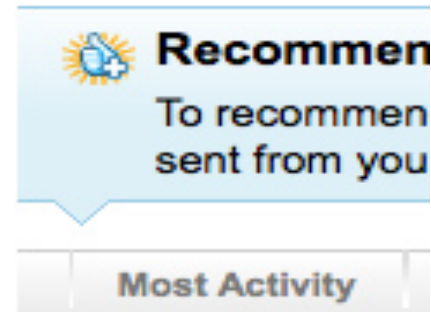
### 3. Find experts, ideas, and contacts



- Search through groups and contacts to find connections who can assist you in your job search.
- Tools like Answers and Groups let you locate and interact with experts through trusted introductions.
- Lets you explore the broader network by name, title, company, location, and other keywords.



## 4. Explore opportunities



- Allows you to explore different careers, research companies, see jobs, and view job boards that shows who you know at listed companies.



## Build a Professional Student Profile

*First:* Remember that first impressions are often the most important.

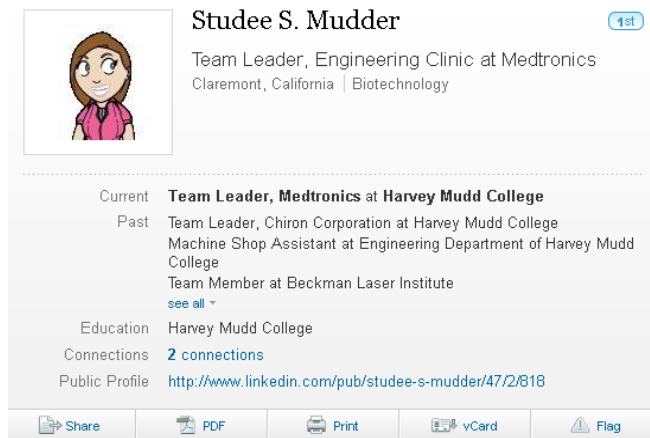
*Hint:* Your profile is an interactive business card to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers.

*Tip:* You can add to your resume, business card or email signature.





## 1. Craft an informative profile headline – Who you are



- The headline or slogan is your professional brand, such as Recent honors grad seeking \_\_\_\_\_ position.
- Check out profiles of students and recent alums for inspiration.
- *Note:* Best practice is to highlight unique skill sets or competencies, like “Aspiring engineer with two years of experience leading teams.”



## 2. Display an appropriate photo



- LI is not Facebook - select a professional, high-quality headshot of you alone.
- Many people find it far easier to remember a face than a name.



### **3. Show off your education**

- Include emphasis of study
- Highlight activities and achievements and include school projects and leadership experiences as they transfer from academia to work.
- Include study abroad programs and summer institutes.
- List GPA, honors or awards if appropriate.

### **4. Develop your professional summary statement**

- Be concise and confident about goals and qualifications.
- Outline your niche while highlighting unique skills and specialties.
- Include relevant internships, volunteer work, and extracurricular activities.
- Short blocks of text are best for easy reading; bullet points are great.



## 5. Fill your “Specialties” section with keywords

- Think of the keywords or phrases that a recruiter or hiring manager might type into a search engine to find someone like you.
- Search other profiles of people who currently hold the kinds of positions desired to find these keywords.

## 6. Experience

- List research, projects, jobs and internships that showcase your roles and responsibilities and highlight your key successes by adding quantitative result. Remember to think of results/ accomplishments.

## 7. Update your status as often as you have time

- Tell people about events you’re attending, major projects completed, professional books you’re reading, or any other interesting news.



## 8. Show your connectedness with Group badges

- Joining Groups and displaying the group badges show professionalism and desire to connect to people with common interests.
- Join HMC's Alumni LinkedIn group as well as the larger industry groups related to career interests.
- *Note:* This section is automatically generated for you based on the groups you are a member of.

## 9. Collect diverse recommendations

- Gain credibility through third-party endorsements.
- Getting one recommendation associated with each position is a good start.
- Professors, internship coordinators, employers, and professional mentors are good recommenders.



## 10. Claim your unique LinkedIn URL

- To increase results into search engines, set your profile to “public” and claim a unique URL (for example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)).

## 11. Share your work

- Add examples of your writing, design work, or other accomplishments by displaying URLs to direct people to your website, blogs, etc.
- *Note:* You can store a downloadable version of your resume.



## Courses, Honors & Awards, Languages, Organizations, Projects, Patents, Test Scores

**Courses:** List select courses that qualify you for positions or demonstrate your commitment to field. Many employers know course catalogs, so include the strongest courses of your HMC experience.

**Honors & Awards:** If you made the Dean's List or earned a merit-based scholarship, add it. These provide objective validation for your accomplishments.

**Languages:** List languages and the level of proficiency, e.g., bilingual to conversational.

**Organizations:** Participation in on-campus or external organizations shows your contributions outside the classroom. Leadership abilities, and making a positive impact within an organization, are talents widely sought by employers and recruiters.

**Projects:** Participating in projects shows that you can apply classroom learning to real-world challenges and work effectively in a team. Add a PowerPoint, pdf of Word doc using SlideShare of compelling research or class projects.

**Patents:** If you Clinic Project got a patent, list this impressive information.

**Test Scores:** Employers often view strong test scores as indicators of good problem solving skills.



## Adding new student sections

Go to edit mode, and click the blue “Add sections” bar under your profile summary.

The screenshot shows a LinkedIn profile for Studee S. Mudder. The profile includes a profile picture, a cover photo, and a bio. Below the bio, there is a section for work experience with a table of current and past positions. At the bottom of the profile, there is a blue bar with the text "NEW Add sections to reflect achievements and experiences on your profile." and a green plus icon followed by the text "Add sections". A red arrow points to this "Add sections" button.

Current	Team Leader, Medtronics at Harvey Mudd College <a href="#">Edit</a>
	<a href="#">+ Add a current position</a>
Past	Team Leader, Chiron Corporation at Harvey Mudd College Machine Shop Assistant at Engineering Department of Harvey Mudd College Team Member at Beckman Laser Institute <a href="#">see all</a> ▾
Education	Harvey Mudd College
Recommendations	<a href="#">+ Ask for a recommendation</a>
Connections	<b>2 connections</b>
Websites	<a href="#">+ Add a website</a>
Twitter	<a href="#">+ Add a Twitter account</a>
Public Profile	<a href="http://www.linkedin.com/pub/studee-s-mudder/47/2/818">http://www.linkedin.com/pub/studee-s-mudder/47/2/818</a> <a href="#">Edit</a>

[Share](#) [PDF](#) [Print](#)

**NEW** Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)





**Quick Tip:** Rearrange the sections of the profile to highlight your strongest sections by drag/and drop.

A screenshot of a LinkedIn profile page showing two sections: "Honors and Awards" and "Education". The "Honors and Awards" section is highlighted with a light blue border and contains one entry: "Xerox PARC Scholarship" with an "Edit" link. Below it, the "Education" section is also highlighted with a light blue border and contains one entry: "Northwestern University" with an "Edit" link. A mouse cursor is positioned over the "Honors and Awards" section header, indicating it can be dragged.

**Honors and Awards** [+ Add an honor or award](#) [X](#)

**Xerox PARC Scholarship** [Edit](#)  
Xerox Park Alto Research Center  
January 1986 | Carnegie Mellon University  
Full scholarship for one year of graduate study in CMU's Design & Computing master's degree program.

**Education** [+ Add a school](#)

**Northwestern University** [Edit](#)  
Ph.D., Communication Studies  
1990 – 1996  
You can [add activities and societies](#) you participated in at this school.  
*No recommendations for this education* [Request Recommendations](#)