

# 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 you can if you don't know what skills to choose, look at o

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