

CREATING A LINKEDIN PROFILE

LinkedIn is the world's largest professional networking tool. LinkedIn can strengthen and extend your existing network of contacts. By having a complete profile, users are 40 times more likely to receive opportunities through LinkedIn.

Before you begin, review [this quick video](#) to see how LinkedIn can work for you as a student and professional. Once you have viewed this video, we encourage you to utilize a wide range of resources available to you before you create or begin to modify your LinkedIn profile. To view more resources, check out the [LinkedIn for students site!](#)

Similar to a Resume Review, we have Career Services Specialists available to review your LinkedIn profile. Before requesting a review, utilize the LinkedIn Checklist below to make sure your LinkedIn is in tip-top shape!

MUST HAVES	
<input type="checkbox"/>	Professional Looking Photo: <ul style="list-style-type: none"> Does not need to be professionally taken, but needs to represent student in a professional manner (professional dress, clear headshot, not a selfie, etc.)
<input type="checkbox"/>	First and Last Name: <ul style="list-style-type: none"> Name should be professional, complete, and not a nickname. This would be the name employers/recruiters should be able to search by
<input type="checkbox"/>	Headline: <ul style="list-style-type: none"> A professional headline might include what you're excited about, your industry, or things you would like to do in the future
<input type="checkbox"/>	Summary: <ul style="list-style-type: none"> Describes what motivates you, what you're skilled at, shows your qualifications and strengths
<input type="checkbox"/>	Experience: <ul style="list-style-type: none"> Includes title of organizations, job title, employment dates, and a description of functions/skills/accomplishments
<input type="checkbox"/>	Education: <ul style="list-style-type: none"> Includes college attended, degree completed, and dates (or anticipated dates) of completion
<input type="checkbox"/>	Correct Grammar, Punctuation, and Spelling: <ul style="list-style-type: none"> Ensure that spelling looks good, titles of companies/positions and schools should be capitalized

NICE TO HAVES	
<input type="checkbox"/>	Custom URL: <ul style="list-style-type: none"> Instead of the generic URL, create a unique URL that is professional and custom
<input type="checkbox"/>	Courses: <ul style="list-style-type: none"> List courses that give an employer insight to the types of knowledge learned during your program
<input type="checkbox"/>	Projects: <ul style="list-style-type: none"> Projects would include things such as leading a group, building an app, creating a training or class, giving a presentation, research, etc.
<input type="checkbox"/>	Volunteer Experience: <ul style="list-style-type: none"> Provide a description of the volunteer experience, especially if the duties or experience aligns with career goals
<input type="checkbox"/>	Relevant Skills: <ul style="list-style-type: none"> List at least 5 key skills that connections can endorse and that are relevant to the job you are pursuing
<input type="checkbox"/>	Honors and Awards: <ul style="list-style-type: none"> Dean's list, honors societies, and recognition/awards should be found here
<input type="checkbox"/>	Optimization of Keywords: <ul style="list-style-type: none"> Optimize the chances of your LinkedIn account being found by using keywords that employers might search for