

# ***LINKEDIN GUIDE***

## **Purpose**

Over 146 million workers in the U.S. have LinkedIn profiles and LinkedIn receives approximately 2 new members every second. LinkedIn is transforming the way that we network and build connections. This guide will help you to create a strong LinkedIn profile that should help you to articulate your career experiences and make meaningful connections with peers and employers alike.

# PROFILE PICTURE



Use a high-resolution image. The ideal size for a profile picture is 400 x 400 pixels. Take the photo in soft, natural light.

Make sure your face takes up at least 60% of the frame. Your face should be clear and easy to see.

Avoid distracting backgrounds and choose something neutral.

Wear clothes that you would wear to work. Professional attire is preferable depending on your field.

**FUN FACT:** Having a picture on LinkedIn makes your profile 14 times more likely to be viewed.

# HEADLINE

The LinkedIn headline is a place at the top of your profile where you can describe who you are and what you do in 120 characters or less. Make your headline creative so that potential connections will want to explore more of your page.

## Headline Examples

Natural problem solver  
exploring careers in  
Sustainability.

Creative aspiring Software  
Engineer with 5 years of  
experience.

Mechanical Engineer  
Specializing in the Automotive  
Industry | Seeking Full Time  
Positions

Ford Intern. Natural Team  
Player. Driven to Succeed.

Psychology Student  
Empowering People  
to Change Their  
Lives.





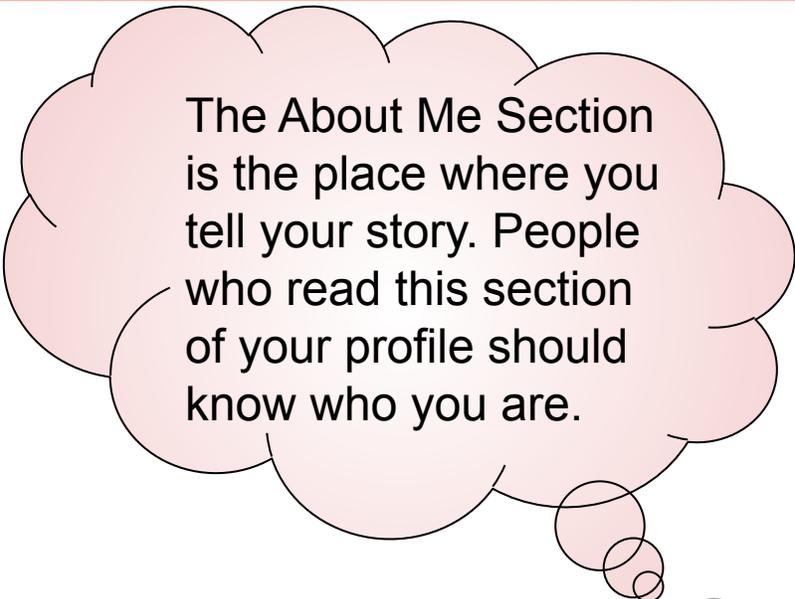
- Mention your major and specialization
- Describe your past experiences
- Describe your most important technical skills
- Show your passion for your field
- Mention passions & interests outside of work
- Mention what you are currently seeking (full time jobs, internships, co-ops, graduate school admission, etc.)

## SUMMARY/ ABOUT ME SECTION

### **EXAMPLE**

Welcome to my profile! My name is Jeff. I'm a graduating senior in Biomedical Engineering interested in changing the world! I would like to use my skills to create positive solutions to complex problems, especially in the Genetic Engineering area.

Outside of work, I am an avid Bears fan and I love to read books about technology and business. I am currently seeking full time positions in the Biomedical Engineering arena. Please feel free to connect with me! I would love to learn more about you.

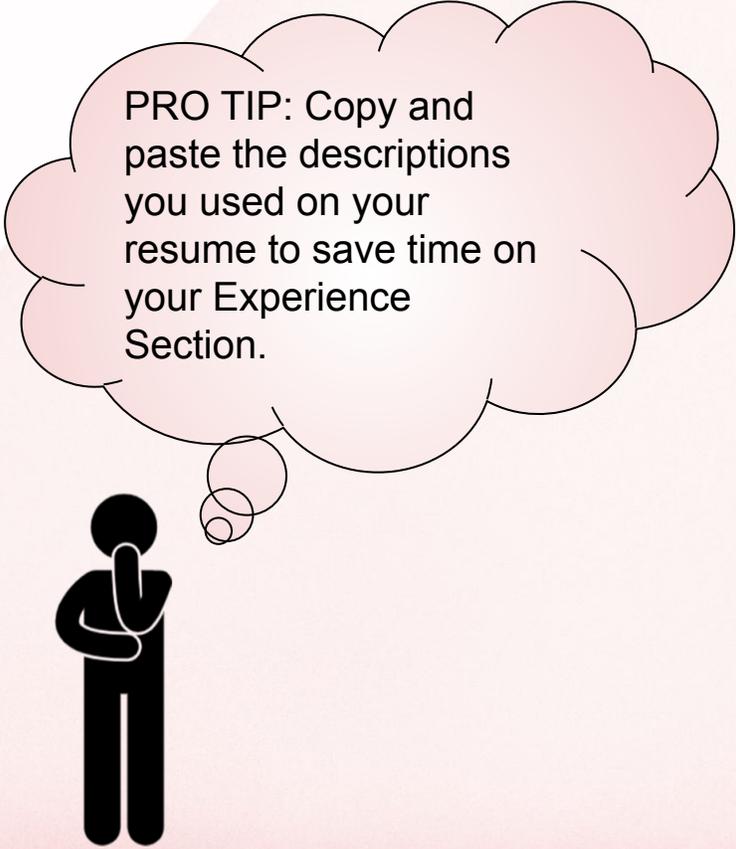


The About Me Section is the place where you tell your story. People who read this section of your profile should know who you are.



- You can write your descriptions in bullet points or long form
- Include media (links, images, etc.) to draw people to your page
- Focus on the skills you received from the position
- Use strong action words and keywords

## EXPERIENCE & PROJECT SECTION

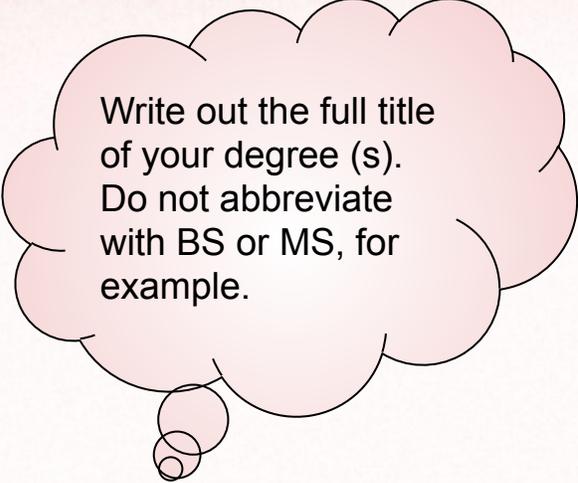


PRO TIP: Copy and paste the descriptions you used on your resume to save time on your Experience Section.

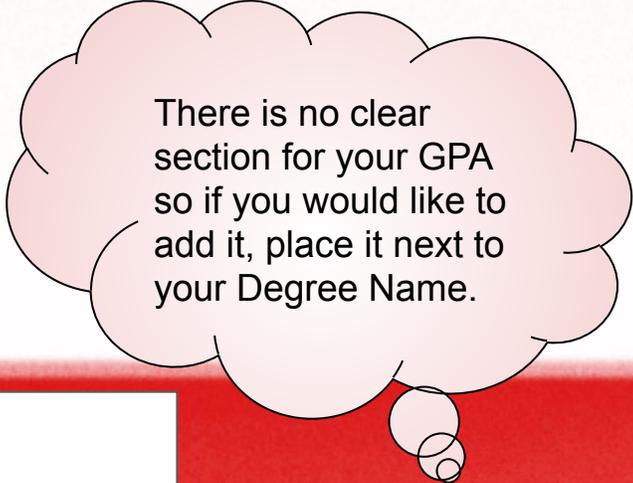
Link your job to the company. Focus on your achievements. Be detail oriented but concise.

# EDUCATION

- Mention relevant clubs and activities, including Greek Life- write out the full name of the organization. Don't use acronyms
- Mention scholarships, coursework, and volunteering opportunities
- Mention dates for Dean's List if applicable
- List your GPA if above 3.0
- List minors and specializations



Write out the full title of your degree (s). Do not abbreviate with BS or MS, for example.



There is no clear section for your GPA so if you would like to add it, place it next to your Degree Name.



## Education



Illinois Institute of Technology  
Bachelor of Chemical Engineering  
Minor in Business  
2020 - 2024 (expected)

GPA: 3.5

Awards: Dean's List (Fall 2020)

Activities and Societies: American Institute of  
Chemical Engineers, Society of Hispanic Professional  
Engineers

# RECOMMENDATIONS/ SKILLS/ ENDORSEMENTS

PRO TIP: Go through your connections list, look at their Skills section, and endorse others first!

PRO TIP: Ask people who have worked with you multiple times and have seen you in different professional capacities.



## DRAFT MESSAGE

Hello! I really enjoyed working with you on our most recent project. Would you be willing to write me a 2-3 sentence recommendation about your experience working with me?

# *Additional LinkedIn Tips*

- Join relevant groups/organizations on LinkedIn
- Make connections with alumni
- Complete your profile- If you have a completed profile, you're far more likely to show up in search results
- Shorten your LinkedIn URL and create a custom URL that works for you and your brand
- Add a Cover Photo that reflects who you are
- Make sure your resume & LinkedIn match
- Make sure to like, comment, and share both your own posts and the posts of the people you follow
- Add the Licenses, Certifications, Projects, Volunteer Experiences, Accomplishments or Languages Sections

