

# How to create a professional LinkedIn Profile

# LinkedIn



Presented by the UC Davis Washington Program

What is LinkedIn, and why should I use it?



# What is LinkedIn?

World's largest **professional network** on the Internet

More than 467 million members in over 200 countries and territories

Students and recent college graduates are LinkedIn's fastest-growing demographic

# How is LinkedIn different than Facebook?

LinkedIn displays professional information, Facebook displays personal information

<b>Facebook Feature</b>	<b>LinkedIn Equivalent</b>
Friends	Connections
News Feed	Status Updates
Messages	InMail
Profile Picture/Timeline Photo	Profile Photo
Info	Profile

# Why should I use LinkedIn?

93% of recruiters are using LinkedIn to find their future employees

Almost 100% use to initially screen applicants

To get an internship or job!

To grow your professional network and maintain a positive online presence that may help you in your future work or job search

And it's free!

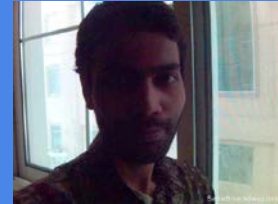
# How to build a strong profile:

## Profile Photo

→ Employers WILL pass on contacting you if they believe you lack a professional demeanor



DO	DON'T
Professional headshot	Multiple people
Neutral background	Low quality
Professional clothing	Casual setting



# How to build a strong profile:

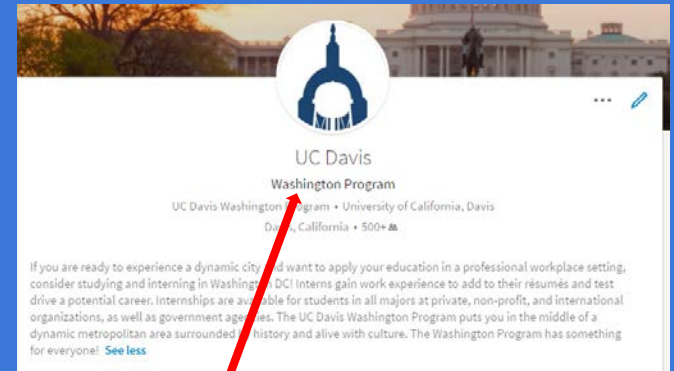
## Your Profile Headline

→ Along with your photo, this headline is the first item recruiters, hiring managers and other professional contacts will see

What you're doing now plus what you hope to do

Examples:

- 2017 UC Davis Graduate Seeking Entertainment Marketing Position
- Economics Major and Aspiring Financial Analyst



This is your Profile Headline. As a default, LinkedIn will put in your current job. To diversify yourself you want to change this

# How to build a strong profile:



## Summary

→ Think of this as your elevator pitch!

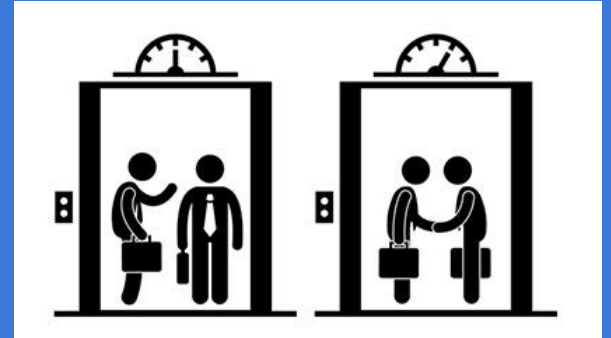
Who you are (education, contact)

Background

I am currently pursuing my B.A. in Community and Regional Development at the University of California, Davis. I am looking for an internship in Public Service, starting June 2017. You can contact me at [jtstudent@ucdavis.edu](mailto:jtstudent@ucdavis.edu) or 906-123-4567.

My upbringing in an underdeveloped neighborhood has made me passionate about trying to build community and civic engagement in the U.S. and around the world. In pursuance of this goal, I have worked with rural communities in Nicaragua with *Amigos de Las Americas*, as well as worked as a classroom assistant in underfunded schools in Stockton.

I am well-versed with the following softwares: Microsoft Office Suite, R, and AutoCAD.





# Pitch yourself as a strong candidate!

You can explain things more extensively here than in your resume

No “one page limit” like a resume

List unique and useful skills you have

Languages, Awards, Projects, Skills

Only include truthful information

“Follow” groups that interest you

Microsoft, Deloitte, Red Cross, etc.



# Keep your LinkedIn recent!

Remember to update your profile when you:

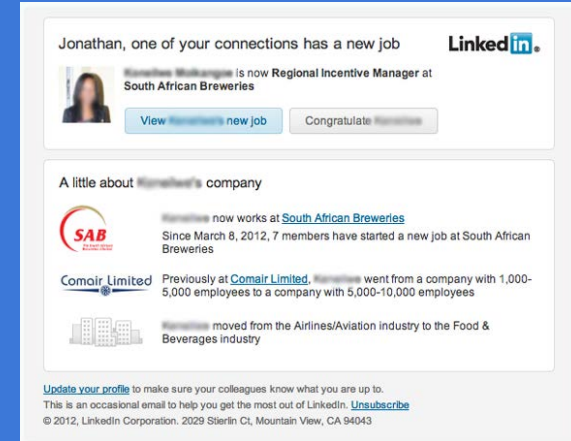
Switch jobs

Graduate/transfer between schools

Complete relevant coursework

Start at a new job

New employers, especially in D.C., will likely add you on LinkedIn upon beginning your internship, or will at least accept a request from you



# Get started! Let us take your LinkedIn Photo!

How it's going to work:

We kindly ask everyone to wait outside the room (to avoid it getting too hot!)

Come in one at a time

Three photos will be taken

That's it!

We will notify you once your photos are ready



# Additional Resources:

[35 Tips for How to Use LinkedIn](#) (not all 35 applicable to students, but helpful nonetheless)

[10 Tips for Building a More Professional LinkedIn](#)