



STUDENT GUIDE

Prepared By:

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CAREER SERVICES

EXPLORE | EXPERIENCE | ENGAGE

Revised: 7/25/2024

LinkedIn Profile



Purpose

Everyone has a story. LinkedIn is a professional network site that helps bring your *career story* to life. This results in increased connections, leading to opportunities for jobs, partnerships, mentoring, and professional development.

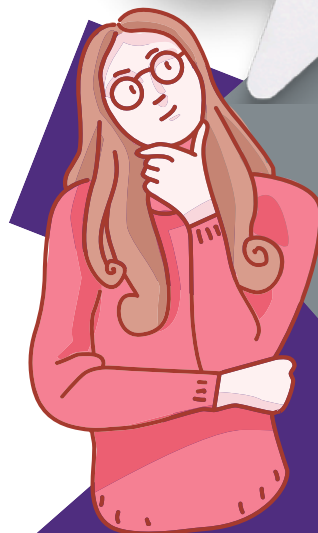
Basics

Your LinkedIn profile:

- Provides more than your *résumé*
- Reflects your individual career journey
- Goes beyond your skills
- Helps your professional community connect to who you are and what you do
- Should be written in first person narrative
- Enables viewers to "feel" who you are and what you're passionate about.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou



Introduction

PROFILE PHOTO

People with a professional photo have 9x more connection requests, 21x more profile views and 36x more messages than those without a profile photo!

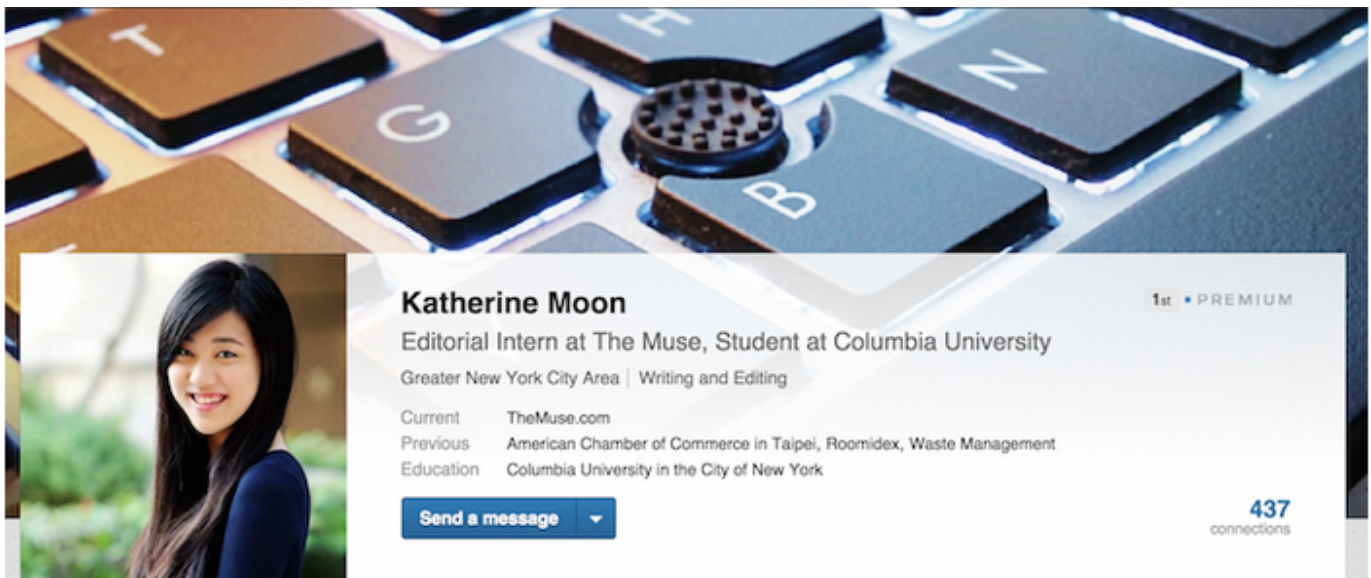
Professional photos should be:

- high-quality; clear
- in good lighting
- with a neutral background

HEADLINE

Your headline is located directly below your photo, your headline represents your professional brand. It is the first thing seen before people click your profile. It helps you stand out - it represents you! Your highlight should include:

- exactly what you do
- unique skills or passions
- industry keywords



OTHER ELEMENTS

Other elements you may include in your Intro section:

- Cover photo - to reinforce your professional brand or image
- Gender pronouns - to convey your gender identity
- Location - so others can know proximity when reaching out with opportunities to connect (virtual vs. in-person)

Tip: Capture the attention of your audience with a profile video embedded in your photo.

Summary

The About section is also known as your summary. It is your introduction to your professional community and should speak to your mission, motivation, unique skills. Your summary should include relevant keywords for your industry and for the work you do. This is the **FIRST** thing recruiters look at when viewing your profile!

Here are a couple of excellent examples to spark some ideas.

About

I solve problems in creative ways. At Texas A&M, where I am completing my senior year in the College of Engineering, I have learned the importance of applying classical strategies to modern-day projects.

- Concentrations in mechanical and electrical engineering provide a broad knowledge of engineering concepts
- Participated in several patent procedures with my mechanical engineering team
- Experience at Houston Mechatronics as a summer intern taught me how to apply mechanical engineering concepts to automated systems in both defense and oil industries
- Passion for innovation, prototyping, and high-quality manufacturing

About

My goal is to create meaningful culinary experiences that bring people together over a shared love of American Mid-west culture and food. I'm an executive Chef, restaurant owner, mentor, and seeker of sustainability. But above all, I love great food.



Guideline for your Summary:

Who you are ~ What you do ~ Why your work matters ~ What impact you're making

Experience

WORK EXPERIENCE

People who complete the Work Experience section receive 8x more profile views from recruiters, hiring managers, colleagues, and mentors, 5x more connection requests, and 10x more messages than those who leave it blank!

- Use short, concise statements that highlight results or impacts in what you have done
- If you worked at a small company that most are not familiar with, mention the company's mission



Strategy Consulting Intern
Princeton & Company · Internship
Jun 2021 - Oct 2021 · 5 mos

 helped me get this job

UK-based Princeton & Company is a global strategy consulting firm that serves Global 2000 companies, Private Equity firms and the public sector.

- Conducted market research study to identify the international best practices and benchmarks in strategic cost optimization
- Worked on a strategy consulting project in the F&B industry and developed turnaround strategy for a struggling F&B company
- Worked on a consulting project related to smart city strategy and technology, and identified opportunities in healthcare, safety and pollution management i.e. developed strategy framework and methodology, initial hypotheses, data and market research requirements
- Worked on a strategy consulting project in the Beauty industry and developed growth strategy for a luxury salon and spa
- Led a team for project planning, competition analysis, making recommendations based on hypothesis and sub-hypothesis and creating deliverables

VOLUNTEERISM

Did you know, 40% of hiring managers view volunteer experience as equivalent work experience?

- Profiles that include volunteer experience receive 6x more profile views than those who do not.
- Volunteer sections allow you to showcase passions outside of work
- Great place to explain work gaps (career breaks)
- Include 1-2 sentences of how you contributed. (i.e. "Support individuals, families and communities through recovery after a major disaster. Help communities get back on track together.")

EXAMPLE

Maximize Visibility


Skills

What are your superpowers? What are your special abilities, strengths, and expertise? Increase your visibility by utilizing the Skills section:

- It helps recruiters find you more easily.
- Endorsements from your LinkedIn professional community will add credibility and strengthen your profile and increase job opportunities.

Skills

Account Management

 Endorsed by 2 colleagues at HyperX Marketing

 [32 endorsements](#)

Endorse

E-commerce

 Endorsed by Bjorn Espenes and 6 others who are highly skilled at this

 Endorsed by 2 colleagues at HyperX Marketing

 99 endorsements



Endorse

Recommendations

Colleagues, managers, and partners can validate your skills and expertise with LinkedIn recommendations. Recommendations **greatly** build your profile credibility.

Recommendations

[Received](#) [Given](#)

 **Kim R.**  · 3rd
Professional Superglue | C-Suite Partner | Event Enthusiast | Change Maker
December 10, 2020, Kim worked with Lauren on the same team

Seth Godin said, "Leadership is the art of giving people a platform for spreading ideas that work." Anyone that knows Lauren knows she loves a good quote and this quote represents her through and through. Lauren is such a beautiful, compassionate, and talented professional that is not only encouraging but extremely supportive. I am extremely honored to have worked alongside building the Rock Your Profile recognition program. Lauren was very receptive to my ideas and regularly ensured senior leaders were aware of my contributions to the business. She is a true Rockstar and I look forward to working with her again!

How to Request a Recommendation:

- Search for the person
- Click their name
- Click "more" menu
- Select "Request Recommendation"



Tip: Ask for a recommendation in a specific area (i.e. computer skills, conflict resolution, etc.)

Build Your Network



...WITH PEOPLE

The real **magic** of LinkedIn is in the CONNECTIONS!

- Review LinkedIn's suggested connections - based on email contacts and previous places you've worked or studied.
- Request connections with relevant people you know - former colleagues, classmates, managers, etc.
- Politely introduce yourself and attempt to connect with relevant people in your targeted career profession.
- Remember: Having **quality** connections is much more important than having many!

...WITH COMPANIES AND ORGANIZATIONS

Gain valuable insight on industries by following professional organizations, industry leaders (companies), and influencers (leaders).

- *Like or share* recent company updates that "speak to you".
- Post a professional, insightful comment on interesting posts

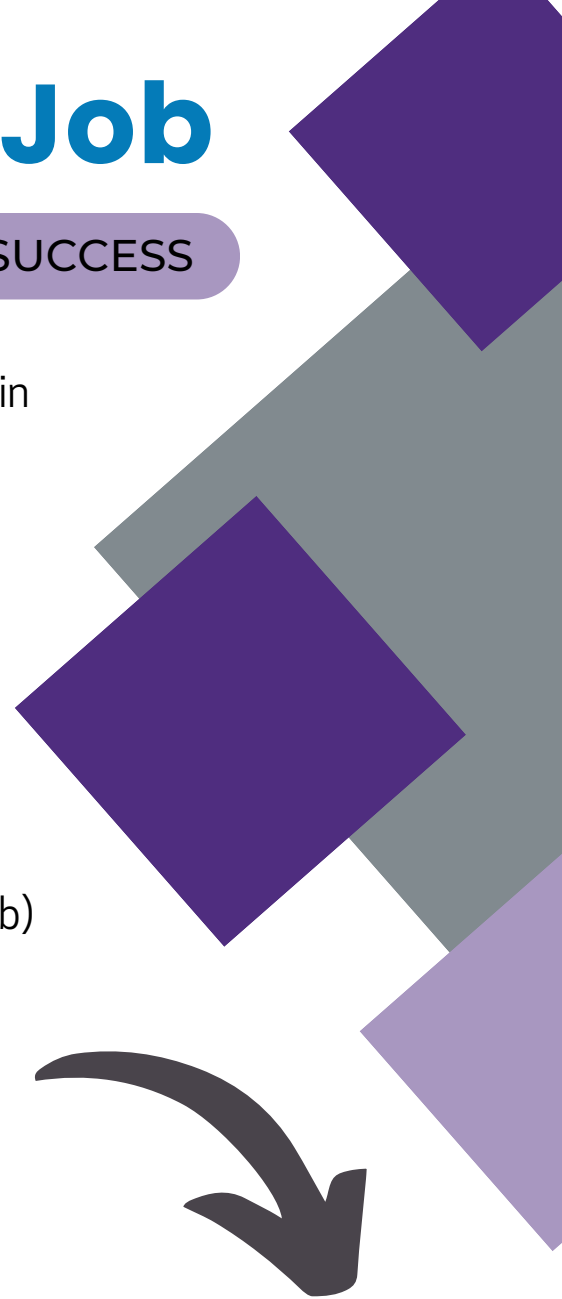


Landing the Job

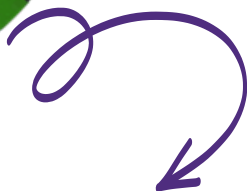
Networking + Job Searching = SUCCESS

Utilize the following tools to maximize your job search in LinkedIn:

- In the Jobs tab, search for and filter jobs
 - Save job agents to alert you of new jobs that match your search criteria
- Follow companies of interest to:
 - get latest company updates
 - view job openings
 - explore industry news
 - show your interest (See company's "About" tab)
- IMPORTANT: Personalize your profile to include relevant keywords and skills that are repeatedly found in job postings.
- If your profile is top-notch, many times, recruiters will find you first!



Resource: Visit <https://uca.edu/career/skills-needed> for relevant keywords to consider including by field of study!



Chemistry



Tip: Add the #OPENTOWORK frame to your profile picture to let your connections know you're available

So, there you have it. Now you know the basics for building the foundation of your professional community through LinkedIn. Follow LinkedIn influencers for updates and for cool tips, and remember to update your profile on a regular basis.

Contact Us



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Bernard Hall 3rd Floor
501-450-3250 | uca.edu/career | [@ucacareer](https://twitter.com/ucacareer)
#BEARS4HIRE

Contact your UCA Career Coach for support. We're here to partner with you on this career journey!