

QUICK TIPS

Building LinkedIn Profile

LinkedIn is an effective tool to network with others virtually. In order to allow employers, recruiters, and others to find you, you need a profile that stands out and will entice professionals to contact you once they view your profile. Use this tipsheet as a guide to optimize your visibility and showcase your best work.

BENEFITS

- According to a 2015 survey conducted by Jobvite, 96% of recruiters use social media in the recruiting process.
- Supports your traditional job search documents; shares professional information beyond your resume
- Allows for a passive job search and enhances Search Engine Optimization (SEO)
- Expands your network beyond first degree connections and who you know
- Allows you to research organizations and industries of interest
- Photo
- Should be professional and focused close up on your face
- You should be the only one seen in the photo

HEADLINE

- The default setting is your most recent job title; edit the headline to reflect a brand statement that will attract attention
- Be creative so your headline will stand out
- Use key words related to your intended profession or industry

CONNECTIONS

- In general, connections should only be made with people who you have a personal or professional relationship with; ideally, you would be able to recommend each other for networking or job opportunities
- Always customize connection requests; this adds a personal touch and will remind the person who you are
- Begin by connecting with family and friends; the more first degree connections you have, the more helpful your second degree connections you will have and the more helpful they will be
- Connect with classmates and professors, as well as with employers and colleagues at internships and jobs
- Continue to maintain your LinkedIn connections and add new ones as you meet people at networking

events, future jobs, etc.

- You can remove connections should you wish and the person will not be notified

WEBSITES

- Located in "Contact Information" under your photo and headline; great place to link to blogs and other websites
- You may want to also include important websites in the Summary section, which will be more immediately visible

PUBLIC PROFILE URL

- Claim your Public Profile URL for your name; add your LinkedIn URL to your resume, business cards, and email signature

SUMMARY

- Create a professional summary written in the first person, focusing on answering four main questions: Who are you professionally? (2) What do you do or want to do? (3) Why are you unique? (4) What are your skills and specialties?
- Include your contact information (e.g., email address), which makes it easier for people to get in touch with you (note that this can also be listed in the Additional Information section)
- Be sure to include keywords for your industry; review job descriptions and other professionals' profiles, as well as the Skills tool, to get more ideas on which keywords to use
- This section is extremely important for SEO (Search Engine Optimization)
- You may add any presentations, documents, projects, or videos to this section as well*



SCAN THE QR CODE FOR ADDITIONAL CAREER SERVICES RESOURCES



CAREER SERVICES

North Carolina Central University | 1801 Fayetteville Street | PO Box 19585 | William Jones Building, Lower Level
Durham, North Carolina 27707 | (919) 530-6337 | nccucareerservices@ncsu.edu

EXPERIENCE

- Post your current position as well as at least two past jobs, internships, and/or volunteer opportunities (note that volunteer experiences could instead also be listed in a separate "Volunteering & Causes" section)
- Under each position, list the bullet points from your resume; you can also add a few additional points if you'd like
- Use dashes to begin your bullet points for easy scanning and start your bullets with action verbs, just as you would on a resume
- Note that you can now post presentation materials, writing samples, videos, and other industry-related materials to highlight the work you completed at each job*

EDUCATION

- Include all education as well as honors, awards, activities, significant projects, relevant courses, and/or other highlights
- Note that you can receive recommendations from professors, which could be connected to this section
- You can also add a link to videos, images, documents, or presentations to showcase any school-related work and projects*

SKILLS & ENDORSEMENTS

- Use this tool to identify pertinent skills for your industry, find professionals in your field, and find groups and companies in your industry
- Add up to 50 skills to your profile (a minimum of five is recommended); this is another important section for SEO
- As your network endorses your skills, be sure to return the favor (if appropriate)
- Skills with the most endorsements will be listed first by default, but you can rearrange the order

RECOMMENDATIONS

- Ideal to have 1–2 recommendations for each of your most recent work/project experiences
- When requesting a recommendation, your recommender must be a LinkedIn member
- Customize the recommendation request to share why you are looking for a recommendation and what you would specifically like them to highlight; this will help each recommendation to cover different aspects of your skills and qualifications
- If you have worked with the person previously, you can recommend them and then ask for a recommendation in return

GROUPS & ASSOCIATIONS

- Join up to 50 professional and social groups to highlight your interests and help you to expand your network
- You can decide which groups you want to be visible on your profile

ADDITIONAL INFORMATION INTERESTS

- Include your interests, both professional and personal; professional interests should relate somewhat to your field and personal interests should be unique Advice for Contacting
- Another place to list your contact information (e.g., email and phone number) and to specify how you want to be contacted

ADDITIONAL SECTIONS

Note that you can reorder the sections on your profile and can add sections that are not part of the standard template. For example, if you are a student, you may want your Education section to come first after your Summary section. Furthermore, you may want to highlight a specific class project under a "Projects" section to showcase industry-level skills and teamwork abilities to a prospective employer. Additional sections that you can add include:

- Courses
- Test Scores
- Honors and Awards
- Languages
- Projects
- Organizations
- Patents
- Publications
- Certifications
- Volunteering & Causes

PRIVACY

Unlike Facebook, you want your profile to be as open as possible so that potential employers and other professionals can find and reach out to you about opportunities. You can control how people view your information and status updates in Settings.

PROFILE STRENGTH

Profile strength is displayed on the right side of your profile with a profile strength meter; hold your cursor over the meter to see the next level of strength that you can reach. To increase your profile strength, update your profile regularly and include the following in your profile:

- Industry and location
- Photo
- Summary
- Current position
- Two past job positions
- Education
- Five skills
- At least 50 connections