

OPTIMIZING YOUR LINKEDIN PROFILE

HOW TO LEVERAGE THIS PROFILE TO ELEVATE YOUR EXECUTIVE PRESENCE

As your LinkedIn profile is viewed, it takes only seconds for someone to form an opinion about you. Use this guide to ensure that you stand out as much online as you do in person.

HEADLINE

This is what people will see first when they discover your profile, so it's important to stand out with this. Here is an easy template to follow and example you could use:

(Major) Student at XYZ University | Job title at ABC Company (if applicable) | Sports or extra curricular activities | What makes you different/why someone should care

Accounting Student at Shippensburg University | Intern at ABC Company | Student Athlete | Seeking Full-Time Public Accounting Opportunities

****Note: This section has a 222-character limit**

ABOUT

This section is a great place to showcase your professional background, achievements, experience, education, and personal background if you're interested in sharing. This is also a great opportunity to showcase your mission and goals, as well as how someone could get in contact with you.

****Note: This section has a 2,600-character limit**

EMPLOYMENT

Ensure that all employment experiences are correctly linked to the corresponding company page. Add details including title, company name, company location, and dates of employment. If you've held multiple titles from the same company, you can include those with the time spent in each role, too.

Additionally, you can add descriptions for the organization you currently or have previously worked for.

HEADSHOT

Use a high-quality, recent image. Avoid using low-quality photos, group shots, highly outdated images, or worse—not having one at all.

COVER PHOTO

Use a high-quality image or branded graphic for your cover photo.

HOW TO GO BEYOND THE BASICS

Do you have certifications, courses projects, volunteer or board experience, or publications you'd like to feature?

You can feature these things on your LinkedIn by clicking "Add Profile Section" >> Recommended. You can then add any supporting information or details.

If you volunteer, sit on a board, have any publications, or anything else of note that you would like to feature on your LinkedIn profile, you can add an additional section by clicking "Add Profile Section" >> Additional >> Select the section you wish to add.

SKILLS

While LinkedIn does allow for up to 50 skills, an optimal amount is 10-20.

You can re-order your skills to showcase the most relevant ones at the top of the list for prominence. Ensure that you periodically review the skills listed on your profile for accuracy and relevance.

EDUCATION

Your education should be listed with the most recent degree or anticipated degree first. Ensure that the school is properly linked (this has been done correctly if their logo is visible), and that all information is correct (e.g., field of study, years attended, etc.).

In this section, you can also add volunteer or association experience and academic achievements, including grade point average or if you graduated with honors.

RECOMMENDATIONS

Recommendations can legitimize your profile and can establish credibility.

To GIVE a recommendation, go to "Recommendations" >> click on the '+' button, >> select "give a recommendation," >> Search for the person you wish to recommend, >> Fill out the requirements:

1. Indicate your relationship to the individual,
2. Select your position at the time,
3. Write your recommendation. When you're done, you can press "send."

To ASK for a recommendation, follow the same steps above, but instead of writing the recommendation, include a personalized message about why you would like to have a recommendation.

Remember: Your LinkedIn profile should be a reflection of your resume. If you have an experience, skill, or education listed on one, it should be mirrored on the other.



READY TO OPTIMIZE YOUR PROFILE?

You can [log in](#) to LinkedIn to get started.

If you don't already have an account, now is the time to get started! Be ready to stand out and take advantage of the benefits of growing your LinkedIn network. You can create a profile [here](#).