



## Tips for your LinkedIn Profile Page

*92% of employers use social networks and social media to support their recruitment efforts, and 86% research candidates before or after an interview*

### YOUR LINKEDIN PROFILE:

- **Tell a story.**
  - LinkedIn is more than a static resume. Use your profile to tell the story of your career.
  - The ideal profile begins with an overall summary or narrative written in the first person, and provides an overview of your career and points of passion and focus.
- **Focus on your “customer”.**
  - What does a hiring manager want to see? Most likely, that you can solve the employer’s problems (generate revenue, solve a branding crisis, grow business, etc.). Highlight your achievements. Quantify them whenever possible. (You can also use class projects, thesis, and internship projects as examples).
- **Be sure to include keywords.**
  - Scanners and filters can easily identify your profile through strategically placed keywords. Research job descriptions to find key words in your field, and IF they apply, use them strategically.

**Remember:** you’re trying to stand out, not blend in. Choose words that show how unique you are, that tell your story, and get the hiring manager’s attention.

1. **Edit the Headline.** The default setting is your most recent job title. Edit the headline to reflect a brand statement that will attract attention.

#### **Example:**

Baruch College Graduate Student in Corporate Communication with experience in Marketing, PR and Sales.

2. **Upload a professional photo.** People with photos are 7 times more likely to have their profiles viewed. Make sure it’s a headshot on a solid background. (Do not have a photo with another person, or where another person can be detected). Make it professional, and don’t forget to smile.
3. **Personalize your LinkedIn URL.** Right below your profile picture you will find a link to “Edit your public profile”. There you can add your name to the URL on your LinkedIn page. It is important to note that the custom URL's are first come first serve. Once you personalize your URL, add it to your resume, email signature, etc.

**Example:** [www.linkedin.com/in/elysemendel/](http://www.linkedin.com/in/elysemendel/)

4. **Create a professional concise summary** written in the first person, focusing on answering three main questions:
  1. Who are you professionally?
  2. What do you do or want to do?
  3. Why are you unique? What are your skills, interests in the field and specialties?
  - Be sure to include keywords for your industry; review job descriptions and other professionals' profiles, as well as the Skills tool, to get ideas on which keywords to use.
  - This section is extremely important for Search Engine Optimization (SEO).

***Example:***

**Summary**

Currently enrolled at Baruch College's Weissman School of Arts and Sciences, completing my Master of Science in Industrial/Organizational Psychology degree in August of 2017. With excellent administrative, interpersonal and communication experience, I am seeking an entry-level position in the Human Resources field.

I am fascinated in the psychology of business; having people become more intrinsically motivated and engaged at work. I am interested in learning about the complexities of and assisting with work/life balance issues. I welcome the opportunity to show you my potential.

5. **Use keywords from your field sprinkled throughout**, so that a scanner will pick up on your experience/field. Research job descriptions to find key words in your field, and use them appropriately - but do not overdo it.
6. **Your profile should include experience, education and volunteer work, though you do not need everything that is on your résumé on your profile**; summarize your job descriptions to make it more reader friendly. Show achievements, highlights, and anything you can quantify.

***Example:***

Created and established career services serving over 900 graduate students and 4,000+ alumni in the areas of public administration and higher education administration.

Services included resume and cover letter critiques, mock interviews, job/internship distribution, networking, Career Fairs and Info Sessions, one-on-one consulting, and database management. Supervised Career Services Advisor, Administrative Support Staff, and Graduate Assistants.

7. **Move the Education section** directly under your experience if you have relevant experience in your field, OR move it as the first section if you don't have relevant experience. (You can move the template up). Do not add high school, only your undergraduate and graduate schools.
8. **Skills & Endorsements:** Companies can now see "endorsements" on your profile page. Have your endorsers be professionals in the same or similar field that you are pursuing.
9. **Recommendations:** Only ask people from your field, who either manage(d) you or a professor from graduate school.
10. **Connections:** Expand your network beyond first degree connections. If someone is in your field or a similar field, and has a photo displayed with related experience, it is fine to connect with them, even if you don't know them. It is how you expand your network.