

Writing a LinkedIn Profile

What is LinkedIn? LinkedIn is a business and employment oriented website with over 590 million users used for professional networking between employers and job seekers. LinkedIn is an unintimidating starting point to practice networking and research jobs and organizations.

My LinkedIn URL is

Tips for Writing a Headline

- Be short & direct- 120 characters
- Active, present tense verbs
- Include keywords
- Know & target your audience
- Avoid clichés: aspiring
- Example: Job role helping X achieve Y

Optional items to include on your profile:

- Volunteer experience
- Licenses & certifications
- College courses
- Campus and community orgs

Highlight Your Experience (internships & jobs)

- Unlike your resume, you *can* include ample detail about your work history in a narrative fashion, instead of bullet points
- Still try to incorporate numbers (how much, how many, how often, how long did it take, how much time or money did you save/raise?)
- Add detail by answering: who, what, when, where, why, how

EDUCATION TIP: Use your education information as a connector to other people who attended the same institution (Stephens College)

ACTION ITEMS:

- ___ Download the free LinkedIn app, set a usage goal
- ___ Connect with 20 people (peers, instructors, supervisors, family)
- ___ Join 2 groups related to your professional or personal interests
- ___ Follow 3 organizations, hashtags or influencers that interest you
- ___ Perform a 'people search' in a city you're interested in living in
- ___ Perform an organization search for an org you're interested in working at
- ___ Identify & ask 1-2 people for a recommendation (when profile is complete)
- ___ Update your LinkedIn profile at the end of each semester and as needed

WRITING YOUR SUMMARY

Answer 4 questions:

1. **Who are you?** Describe who you are, think beyond your job title
2. **What do you do?** Think in terms of Problem-Action-Result. How do you increase or improve your surroundings?
3. **What do you do well?** Describe an achievement or proud professional moment-WOW facts!
4. **What are you looking for?** Why are you on LinkedIn? Are you seeking an internship, making a career transition, looking for volunteer opportunities? Be specific and tell us about it!

Need help creating your LinkedIn profile?

Email career@stephens.edu or book an appointment through HireStephensStars