

Maximize Your LinkedIn Profile Basics

DID YOU KNOW?

- 73% of employers have hired candidates introduced through social media channels
- 92% of hiring managers have made a hire through LinkedIn
- 93% of hiring managers view LinkedIn profiles

LinkedIn has become one of the top recruiting tools for employers. Using the list below, check the boxes to evaluate your LinkedIn profile and build out accordingly. Then, use the Expanding Your LinkedIn Presence section to build out your professional presence and connections

Profile Picture

- Professional
- Could Be Improved
- Missing
 - Career and Professional Development Headshot Sessions
 - Have a friend take it with a phone or camera

Customized URL

- Looks Great – Professional and Comprehensive
- Could Be Improved/More Detail Needed
- Missing/Needs Work
 - Navigate to your profile, click “Edit Public Profile & URL”
 - Remove the numbers after your URL by clicking the pencil icon; the simpler the better

Connections

Looks Great

Could Be Improved

Missing

- Actively build your connections once your profile is built out and up to date.
- Professors, peers, supervisors, colleagues, etc.

Headline

Looks Great – Professional and Comprehensive

Could Be Improved/More Detail Needed

Missing/Needs Work

- Think of it as your tagline, you are trying to convince someone to click on your profile and learn more about you. What sets you apart from your peers?

Summary

Looks Great – Professional and Comprehensive

Could Be Improved/More Detail Needed

Missing/Needs Work

- Who are you? What does your academic background look like?
- What past experiences have you already had?
- What do your short and long term goals look like?
- Why? What is your purpose? What caused you to want to pursue this path?

Experience

Looks Great – Professional and Comprehensive

Could Be Improved/More Detail Needed

Missing/Needs Work

- Similar to your resume, but more expansive since there is no length limit on LinkedIn
- Feel free to add examples of your work/evidence that you can do what you say within the experience section

Education

- Looks Great – Professional and Comprehensive
 - Could Be Improved/More Detail Needed
 - Missing/Needs Work
- Chapman, and anywhere you may have studies abroad
 - Specific degree you are earning (MA, MFA)

Skills/Endorsements

- Looks Great – Professional and Comprehensive
 - Could Be Improved/More Detail Needed
 - Missing/Needs Work
- Relevant to the field you want to work in
 - Can be both hard and soft skills
 - When you are endorsed, the correct etiquette is to endorse them back (this is saying that you know that person has that skill)

Recommendations

- Looks Great – Professional and Comprehensive
 - Could Be Improved/More Detail Needed
 - Missing/Needs Work
- Focus on academic or professional references
 - Make sure you ask someone if they are willing to write a LinkedIn recommendation **before** you send them the request through LinkedIn (this will be located on the “More” button on the individual’s profile)

Accomplishments

- Lists relevant courses, languages, certifications, and awards
- Include relevant accomplishments within the category it belongs using the “Add profile section” button
 - Remove undergraduate accomplishments such as graduating with honors, dean’s list, etc.

Expanding Your LinkedIn Presence

- **GROUPS:** Join professional and industry association groups, former employer, alumni groups, college/university alumni, etc. You may join up to 50 groups. The number of groups also helps drive views to your profile and also allows you to connect with fellow group members as a logical way to expand your number of connections.
- **FOLLOWING:** Follow companies of interest to you to increase your visibility.
- **HONORS & AWARDS:** Honors and awards are a great way to highlight your exceptional work
- **PUBLICATIONS:** If you have any professional publications which are relevant to your career focus, add them here
- **PROJECTS:** You can attach photos, documents, and videos
- **ORGANIZATIONS**
- **CERTIFICATIONS**
- **VOLUNTEER EXPERIENCE & CAUSES:** This will help connect you with others who share this interest and concern. You can list others; avoid political or religious organizations
- **POSTS:** A great way to build visibility and credibility. “Like, Comment, Share” articles, motivational posts, the achievements of your peers, etc.

Notes: