

LinkedIn

8 Steps to Creating A Powerful Profile

1. Picture

Choose a simple headshot. This is not a selfie, but your best high-quality photo. Avoid appearing “quirky” or “sexy” and instead portray “dependable” and “trustworthy.”

2. Headline

Describe what you do in 120 characters or less. This header will appear above your profile and help employers find you. Effective headers are “Honors student seeking marketing position.”

3. Summary

Write your “elevator speech.” These are the first sentences people read so make it good. Feel free to list your school, major/minor, relevant courses, study abroad, summer programs, key skills, extracurricular activities and accomplishments. Don’t be bashful – show off. At the end the employer should have a strong idea of who you are.

4. Skills & Expertise

Consider the key words that are specific to the industry to your hoping to enter and insert them everywhere, especially in the Summary and Experience sections. To find key words for your field use job listings that appeal to you and profiles of people who currently work in the position you want.

5. Groups

Start with Middle Georgia State University and join groups/organizations specific to your interest. Doing so will allow you to build relationships and network. Moving forward lend your expertise to show your value.

6. Recommendations

Add credibility by requesting at least one recommendation from a boss, mentor, mentee or anyone who has collaborated with you and benefited from your skills or advice. Be strategic in your asking by reminding them of two or three instances when you skillfully lead a project.

7. LinkedIn URL

Set your LinkedIn profile to “public” and create a unique URL (e.g. [www.linkedin.com/in/insert your name](http://www.linkedin.com/in/insert_your_name)). This will increase the professional results that appear when people search for you online.

8. “Fully Completed Profile”

LinkedIn says your profile will appear 40 times more often in search results if it is “complete.” In other words, you will be open to *40 times more opportunities* if you do this. After completing your profile you’re ready for the world so keep adding content and happy networking!