



# Build A Great LinkedIn Profile

As you make new professional connections, you need a place to stay in contact. LinkedIn is **the premier platform for creating and maintaining your professional online presence**. On LinkedIn, you can engage with your connections, expand your network, and search for job and internship opportunities.

## LinkedIn Best Practices

1. **Create** a custom URL related to your name by going to your profile and selecting 'Edit public profile & URL.'
2. **Connect** with people you meet at career expos and other networking opportunities within 24 hours of meeting them.
3. When connecting with someone, **send a personalized message** explaining the purpose for your invitation to connect.
  - a. **Ex:** Hi Xiomara– I am currently a senior in the 2 year BSN program at Pepperdine College of Health Science and hope to enter the nursing/medical industry upon graduation. I noticed that you are a PCHS alumna with experience in this industry. I would love to connect with you and learn more about your career path. Thanks in advance! -Sally May
4. Follow organizations and influencers that align with your goals and values.
5. Stay active in your network and share, like and comment on posts you find interesting.

## 8 Tips for a Great LinkedIn Presence

**Showcase** your experience and professional interests on LinkedIn.

### 1. **Write an Informative Profile Headline**

Your headline is a short, memorable, professional slogan. For example, 'Honors student

seeking charge nurse position'. Check out other student/ alumni profiles for inspiration.

## **2. Pick an Appropriate Photo**

LinkedIn isn't Facebook and should be seen as a professional setting. Upload a high quality photo of yourself, professionally dressed.

Profiles with photos are 7 times more likely to be viewed.

## **3. Show Off Your Education and Job Experience**

In the education section, include all your school(s), major(s) and minors and study abroad or summer programs. LinkedIn is an appropriate place to show off your GPA, Test scores, Honors, or awards.

In the Work Experience section, include company names, titles, relevant skills, and a few bullet points about what you did in that role.

## **4. Develop a professional summary.**

Your summary statement is like the first few paragraphs of your best-written cover letter– concise and confident about your qualifications and goals.

## **5. Fill 'Skills & Expertise' with Keywords**

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and people who have the kinds of roles you want.

## **6. Update Your Status Regularly**

Posting updates regularly helps you stay on your network's radar and build your professional image.

## **7. Show Your Connectedness**

Groups you join appear at the bottom of your profile. Join groups that are relevant to your field that will help you build community.

## **8. Collect Diverse Recommendations**

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you. Ask supervisors, mentors, or managers to post something on your behalf.

