

Linked In with LinkedIn

Creating a Standout LinkedIn Profile



The LinkedIn Network

950M

ACTIVE GLOBAL
USERS
THIS YEAR

206M+ AMERICANS

63M+

COMPANIES LISTED
ON LINKEDIN

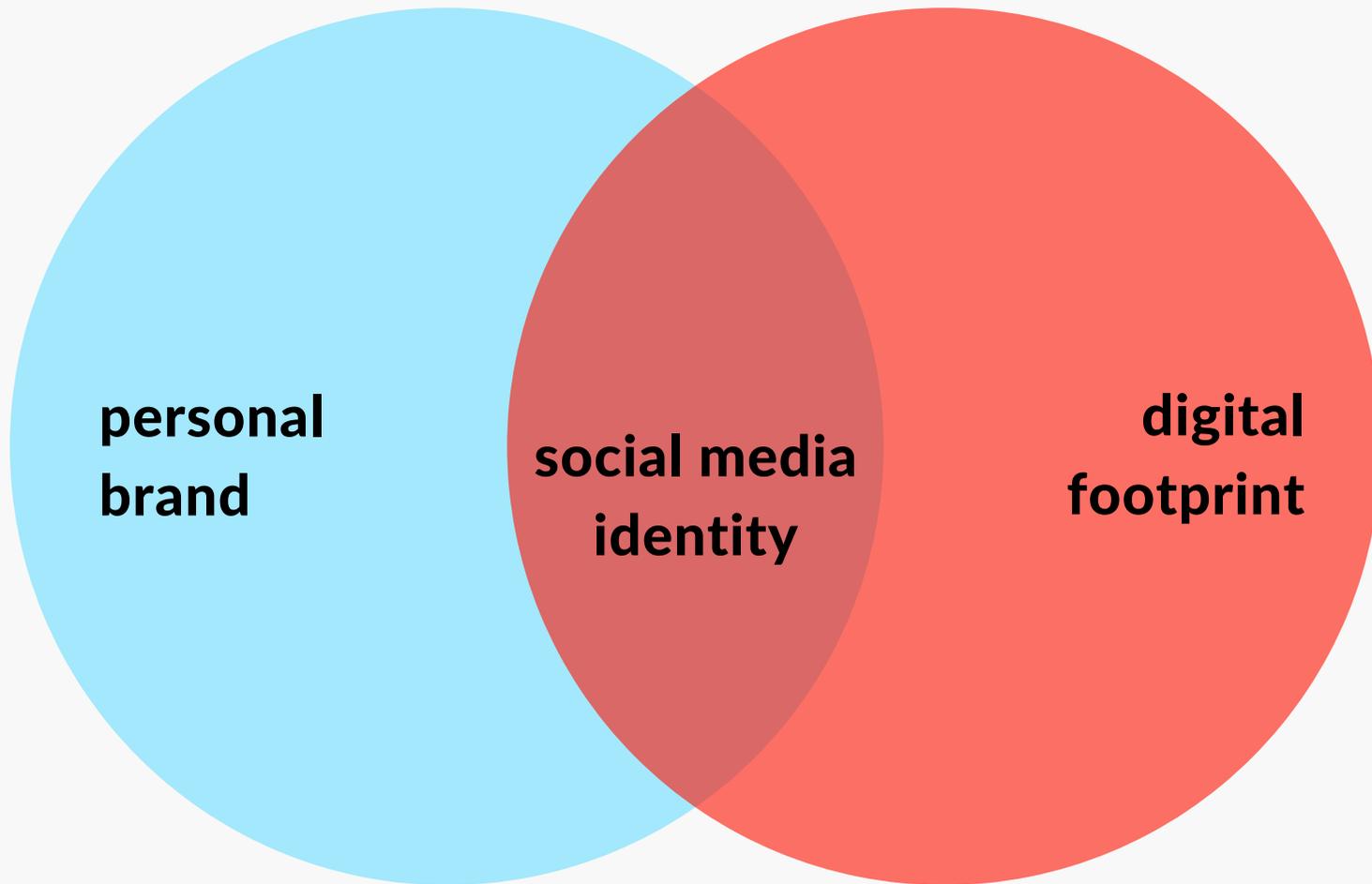
92% OF FORTUNE 500
COMPANIES USE
LINKEDIN

20M+

OPEN JOBS POSTED
ON LINKEDIN

77% OF RECRUITERS
USE LINKEDIN

Social Media Identity



Personal Brand

- A personal online representation of your values, beliefs, skill sets, experiences, and talents.
- Developed across social media platforms.
- Conveys your authentic messaging and tone on the internet.
- How do I want to be presented on the internet?

Digital Footprint



- Information about a particular person that exists on the internet as a result of their online activity.
- Active: deliberate online activities (posts, emails)
- Passive: data collected without user's knowledge (cookies, location tracking)
- What are some examples you leave in your digital footprint?

Monitor & Control Your Digital Footprint

- Remember the internet has a long history.
- Future employers, institutions, and even social acquaintances can look you up.
- Google yourself regularly - Set up Google alerts for your name.
- Review privacy setting on social media.
- Be mindful of what you post online.
- Do regular clean sweeps of your current profiles.

Networking in the Network

1. INTRODUCE YOURSELF

Build your profile. Make it eye catching and inviting with your headline.

2. BUILD YOUR NETWORK

Classmates, professors, managers, are all connections in your network.

3. REACH OUT & CONNECT

Join meaningful groups, start conversations, ask for introductions to 2nd & 3rd degree connections.

4. SHARE CONTENT

Share useful and compelling content that relates to your industry.

01

**Create
your log in**

Logging In

- Use an email that you check often.
- Create a strong and secure password.
- Do not link your personal social media accounts to your professional LinkedIn account.

02

**Write an
informative
profile
headline**

In the headline...

- Create a short, memorable, professional slogan.
- Showcase your skills and expertise.
- Communicate Value.
- Include key words.

Ex: Content Marketing Strategist specializing in press releases, blog content, and social media.

Content Marketing Strategist | B2B Customer Experience | Social Media |
Content Creator

03

**Pick an
appropriate
photo**

Say Cheese!

- Upload a high-quality photo.
- Be alone in the picture.
- Professionally dressed.
- No cartoon avatars or logos.
- Good lighting.
- Simple background.



04

**Show off
your
education**

Education Station

- **Include the full name of your university.**
- **Spell out the name of your degree.**
- **Include relevant minors, courses.**
- **Post the 3.0 or above GPA.**

05

**Develop a
professional
summary**

Summarize Yourself

- Be concise.
- Create clear statements about your qualifications and goals.
- Highlight relevant work.
- Define yourself in your own words.
- Show off your professional personality.

06

**"Skills &
Expertise" +
Key Words**

Utilizing Key Words

- **Include skills you've learned.**
- **Use words included in recruiting materials and job postings.**
- **Add at least five skills you are confident in sharing.**
- **Let your connections endorse your skills.**

07

**Volunteer
& Organize**

Outside the Classroom

- **Include clubs and organizations you've joined.**
- **Highlight leadership roles and impactful projects you've completed.**
- **Be descriptive about your role and what you did.**
- **Don't shy away from your accomplishments.**

08

**Show off your
Projects &
Accomplishments**

Show Your Work

- Describe what projects you completed.
- List meaningful awards.
- Show collaborative efforts.
- If possible, quantify what you accomplished.

09

**Study your
Status**

Be Vocal

- **Posting updates keeps you on your networks' radar.**
- **Mention your projects and the results.**
- **Share insightful readings.**
- **Interact with commenters on your status.**
- **Be mindful of what you post.**

10

**Show your
Connectedness**

Get Connected

- **Interests appear at the bottom of your profile.**
- **Follow industry interests.**
- **Join and engage in professional communities.**
- **Connect with people inside the groups.**
- **Interests will shape your LinkedIn feed.**

11

**Recommend
Me**

Collect Recommendations

- Ask for recommendations.
- Recommendations can come from professors, past managers, co-workers, and group members.
- Direct manager recommendations matter.
- Review recommendations.

12

**Claim your
unique
LinkedIn
URL**

Uniquely You

- Increase profile professional search results, claim your unique LinkedIn URL.
- Set your LinkedIn profile to "public" then create your unique URL.

Crafting a Professional Username

Reflects your real names

Aim for variations of your real name.

Avoid numbers and special characters

Dashes and underscores are fine. But try to avoid numbers and characters. Characters can look unprofessional.

Consistent across platforms

Uniformed usernames on LinkedIn, Twitter (X), personal websites, etc. increases recognizability and searchability.

Crafting a Professional Username

Stay Professional and Neutral

Avoid references to hobbies, birth years, or nicknames unless directly related to your profession.

Ex: Professional: “JohnDoeMarketing” v. “GamerJohn2004”

Easy to Spell and Remember

Simple works. Make it easy for someone to recall or recommend.

Your professional username is often the first impression online. Keep it clear, profession, and memorable.

Thank You.

TRIO SSS

