

LINKEDIN PROFILE BUILDING

▶ STEP 1

Go to www.linkedin.com (or download the LinkedIn app) and follow instructions to create a new profile. Follow the Building a **Great Profile recommendations** to learn about how to complete your profile.

▶ STEP 2

- » Upload a **headshot photo**. Make sure it is recent, high quality and presents you in a professional way. See **10 Tips for Picking the Right LinkedIn Profile Picture** for help.
- » Customize **background banner photo**. Consider using a photo of a workspace, city architecture, your tools of trade (camera, paint brush, etc.), or patterned images to add visual interest.
- » **Write an headline** with keywords from your field. For example:
 - » Aspiring Digital Marketing Professional | Seeking Internship for Summer 2023
 - Human Services and Social Work Professional Seeking New Opportunities
 - Aspiring photographer with two internship experiences at local photography studios
- » **Write a summary** that briefly describes your background and your goals in the About section: Who are you? What do you do? What are you passionate about? See **10 LinkedIn Profile Summaries That We Love (And How to Boost Your Own)** for help.
- » **Add your experiences**. Start with your most recent job and highlight relevant skills and duties to your desired industry. Include internships, projects, classes, activities and more.
- » **Education**. Include all the schools you have attended and graduated (or where you are a student), and all degrees and fields of study.
- » List any **licenses/certifications**

- » Don't forget to include **volunteer experiences or community organization involvement**.
- » Choose at least five **key skills** to showcase your strengths (language, computer, social media, etc.).
- » Join **LinkedIn groups** related to your career, follow an alumni group or connect to specific companies you are interested in.
- » Upload or link to **documents, photos, videos and presentations**.

▶ STEP 3

- » Make your profile public and customize your LinkedIn URL
- » Add connections of people you know. Consider professors, classmates, coworkers, coaches, work or internship supervisors.
- » Reach out to people you would like to know by tailoring connection requests. Finding Fitchburg State graduates who work in your intended field are a great way to get started on building your network. Navigate to the Fitchburg State University page on LinkedIn, then go to the alumni tab, which you can search by major, company, career field, etc.
 - Send a message to each person you connect with on LinkedIn to introduce yourself and start the conversation. Ex. I see that you graduated from Fitchburg State University. I am a Political Science major and would like to learn more about your experience working at the State House. Can we connect on LinkedIn?

FOR MORE INFORMATION, CONTACT

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