



CAREER & PROFESSIONAL DEVELOPMENT CENTER

7 Steps to Creating a Complete LinkedIn Profile

1. Create an original headline

- Think of your headline as your tagline or 5-second bumper sticker.
- Be original. You don't want to simply say, "job seeker." You want the employer to know who you are, and why you would be a great addition to their company.
- Be specific. It's better to say, "Marketing Major at the University of Utah" than simply "Student at the University of Utah."

2. Use a professional photo in your profile

- Using a professional photo gives you credibility.
- Do not use a photo of you and your friends, or of you and your significant other. Do not take a selfie.
- If you don't have one, have someone take one for you with a nice backdrop. Or come to the Career Fair and have a professional photographer take your photo

3. Write a powerful summary

- When employers conduct searches, they look for key words, and if you don't have a summary, your profile has a lower chance of coming up in search results.
- Include key words that are related to the job you want. Don't copy and paste from your resume.
- Consider telling a story using PAR (problem, action, result) statements. For example, what is a problem you have experienced? What was the action you took? What was the result?
- Use the 2000 character space you have in this summary to engage employers, share what you're passionate about, and communicate what you bring to the table.

4. Get recommendations

- You should have at least 3 recommendations.
- Make sure they are credible recommendations, and not generic recommendations that could be written for anyone.
- For the individuals you ask to write you a recommendation, ask them to please be specific (see handout on Requesting a Recommendation).

5. Create a unique URL

- Personalize your LinkedIn URL to be your name to make it easier for employers to find you.
- To customize your URL, choose "Edit your public profile" to the right of your picture. This will open a new window with your public profile settings. From there, you can select "Edit public profile URL" on the right-hand side. After you customize your URL, you can use it on your business cards, resume, and even as a signature in your emails.

6. Check and re-check for spelling

- LinkedIn doesn't have a built-in spell checker. Be sure to double and triple check.

7. Complete your profile as much as possible

- Include information in projects, courses, volunteer experience, causes, and honors and awards.