

LINKEDIN PROFILE TIPS

LinkedIn was created to facilitate networking. When you network with others, make sure you have a profile that represents you and your career goals.

- **Customize your LinkedIn URL.** This allows you to have a shorter link on your resume.
- **Upload a picture.** Use a well-lit, clear picture where you look confident. Ideally use a headshot where you're dressed professionally.
- **Write a headline.** Use keywords that encapsulate your career trajectory and goals (i.e., Finance & Accounting Professional.) If you decide to write that you are a student, make sure you specify what you are studying (i.e., Marketing Professional Studying Business at UMass Boston.)
- **Write a summary.** Talk about your goals and background. Your summary is essentially your elevator pitch. This is also an opportunity to show your personality and your vision for the field.
- **Add your experience.** This is an opportunity for you to include your resume bullet points to give people an idea of your skills and experience. Feel free to add your student clubs in this section if you are an active participant and the skills are relevant to the opportunities you are applying for.
- **Find contacts.** LinkedIn works on the idea that most people get jobs through friends of friends. Reach out to industry professionals, alumni, and acquaintances to get to know them by setting up informational interviews. This is the best way to make new professional connections.
- **Add contact information.** Additional information can be included on your profile including your website, your blog, links to your publications etc. Feel free to include media directly on LinkedIn.