

## MECHANICS

- Proper grammar, correct capitalization
- No misspellings
- Consistency in verb tense
- Use abbreviations with caution
- Proper use of punctuation
- Appropriate (professional) email address

## PHOTOGRAPH (appropriate)

- Professional
- You alone
- No “cute” photos (pets, children, etc.)

## EDUCATION

- Degree, Graduation month and year
- Major/Minor
- Institution
- May also include:
  - GPA (if above 3.0)
  - Academic Honors/Recognitions
  - Study Abroad

## TITLE (phrase that appears under name)

- Should be a “brand”
  - Full time student, Shippensburg University
  - Aspiring accountant
  - Geo-environmental studies student seeking an internship
  - Graduating senior seeking entry-level, management trainee opportunity

## PROFESSIONAL SUMMARY

- Positive (Confident)
- Relevant
- Short blocks of text; easy to read

## EXPERIENCE (include all relevant experiences)

- Internships
- Community Involvement/Service Learning
- Relevant Coursework/Projects
- Research

## EXPANDING YOUR PROFILE

As you get more comfortable using LinkedIn, consider expanding the content of your profile.

## CONNECTIONS

- Get connected with individuals registered with LinkedIn and invite others to join
  - Career Center staff
  - Faculty
  - SHIP alumni
  - Internship site supervisors
  - Current and former work managers
  - Advisors for volunteer projects and campus involvement
  - Parents and relatives
  - Classmates, colleagues and friends
- Join groups related to your major or industry (alumni groups, professional associations, etc.)
- Personalize requests to connect (avoid the standard messages provided by LinkedIn)

## STATUS UPDATES

- Regularly update your status (weekly, if possible)
- Post events that you are attending
- Describe projects you’re working on or have completed
- Link to books/articles (related to your industry) that you’re reading
- Share relevant news and updates about yourself
- Keep experiences, education and other content current

## DISCUSSIONS

- Read posts and discussions started by others
- Participate in discussions
- Contribute articles, books, etc. and start discussions

## SPECIALTIES (UNDER SUMMARY)

- Add content to this section to complement your summary
- Use “key” or “buzz” words (words related to industries of interest)

## RECOMMENDATIONS

- Ask for recommendations
  - Faculty
  - Supervisors
  - Colleagues
- Recommend others
  - Classmates and Colleagues

## PROMOTE YOUR BRAND

- Make your LinkedIn profile public to increase exposure
- Include your LinkedIn URL in professional documents and correspondence

## **Linked-In Checklist; continued**

### **DO:**

- Try to secure at least 3 recommendations from employers or managers who can speak honestly about your current (or previous) work performance
- Connect with former and current employers, faculty, colleagues and peers
- Join relevant groups, ask questions, and participate in discussions
- Keep your profile updated and ensure that it is 100% completed
- Customize your LinkedIn URL to enhance your personal brand
- Utilize privacy settings to control the visibility of your public profile
- Make use of all the profile features and widgets
- Remain professional at all times
- Report any spam or unsolicited activity to LinkedIn
- Seek opportunities to intern and volunteer (i.e. virtual and in-person)
- Add your LinkedIn URL to your business card

### **DO NOT:**

- Lie or falsify any information on your LinkedIn profile
- List irrelevant experience
- Solicit or accept recommendations from individuals you do not know
- Outright ask for a job
- Overwhelm connections with mass emails or messages
- List any confidential information such as your address, birthday, or phone number
- Use fake pictures or cartoons in place of a professional picture in your profile
- Attend LinkedIn networking events alone
- Use derogatory language in any instance