

BUILDING YOUR LINKEDIN PROFILE

Photo

- Use a high-quality photo. Come to CCD events, including career fairs, to have your professional headshot taken.
- No “selfies” or cropped pictures.

Headline

- You may choose to identify yourself as a UConn student or, alternatively, by your current position or career aspirations.
- Look at profiles of other students and/or professionals in your field for ideas.

Location & Industry

- Use the metropolitan area closest to where you will be searching for opportunities, such as jobs or internships.
- Choose the industry closest to your major or career aspirations.

Summary

- Think of your LinkedIn summary as an online version of your elevator pitch.
- May be written in either first or third person.
- Highlight your background, skills, and interests.
- Use keywords or industry-specific language for your target employers, when appropriate.

Experience

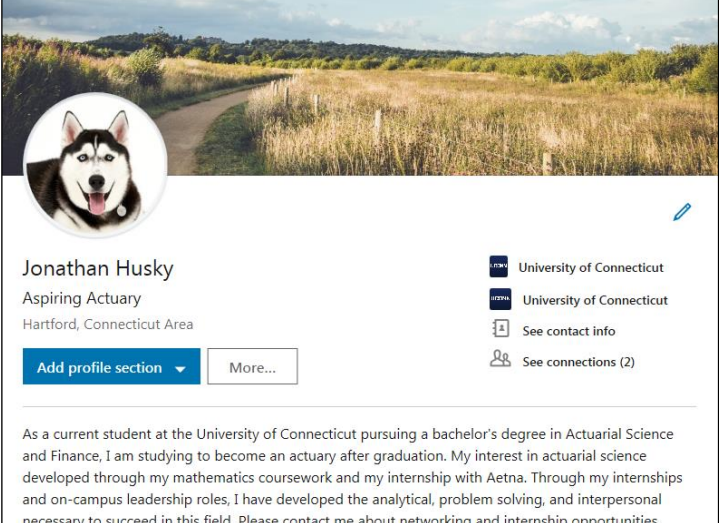
- Share experiences relevant to your career goals as you would on your résumé. Include the organization name, your role/title, dates of employment, and a summary of your achievements and responsibilities.
- Rather than including your résumé bullets verbatim, they can be expanded and elaborated on in your LinkedIn experience.
- Have your master résumé critiqued (i.e., one that includes *all* of your experiences and positions) at the CCD prior to posting your experiences.
- Add samples of your work and/or projects.

Education

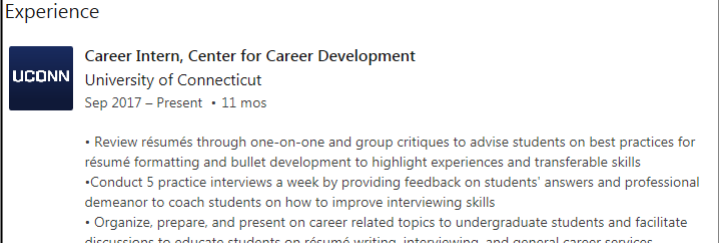
- List University of Connecticut, degree, academic program, and graduation date.
- If applicable, also add: minor (if declared), concentrations, study abroad experience(s), prior degrees, and/or certificates.

Volunteer Experience

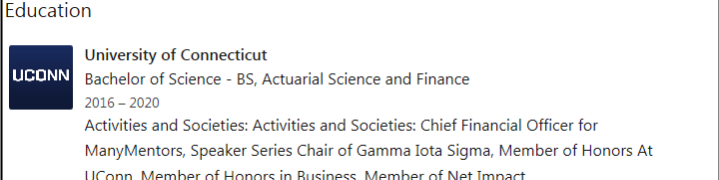
- Include volunteer involvement including descriptions of experiences, on- and off-campus.



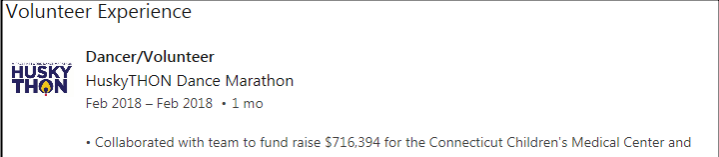
The screenshot shows a LinkedIn profile for Jonathan Husky. The profile picture is a circular image of a husky dog. The background of the profile banner is a landscape with a dirt path through tall grass. The profile information includes: Name: Jonathan Husky; Title: Aspiring Actuary; Location: Hartford, Connecticut Area; Education: University of Connecticut (two entries); Contact: See contact info; Connections: See connections (2). The summary text reads: "As a current student at the University of Connecticut pursuing a bachelor's degree in Actuarial Science and Finance, I am studying to become an actuary after graduation. My interest in actuarial science developed through my mathematics coursework and my internship with Aetna. Through my internships and on-campus leadership roles, I have developed the analytical, problem solving, and interpersonal necessary to succeed in this field. Please contact me about networking and internship opportunities."



The screenshot shows the Experience section of the profile. It lists a position: Career Intern, Center for Career Development at the University of Connecticut, from Sep 2017 to Present (11 mos). The description includes: "Review résumés through one-on-one and group critiques to advise students on best practices for résumé formatting and bullet development to highlight experiences and transferable skills", "Conduct 5 practice interviews a week by providing feedback on students' answers and professional demeanor to coach students on how to improve interviewing skills", and "Organize, prepare, and present on career related topics to undergraduate students and facilitate discussions to educate students on résumé writing, interviewing, and general career services".



The screenshot shows the Education section of the profile. It lists: University of Connecticut, Bachelor of Science - BS, Actuarial Science and Finance, 2016 - 2020. Activities and Societies: Chief Financial Officer for ManyMentors, Speaker Series Chair of Gamma Iota Sigma, Member of Honors At UConn, Member of Honors in Business, Member of Net Impact.



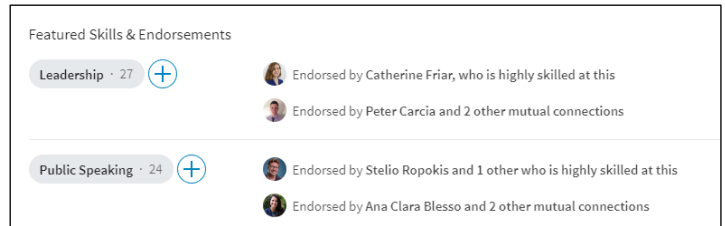
The screenshot shows the Volunteer Experience section of the profile. It lists: Dancer/Volunteer at HuskyTHON Dance Marathon, Feb 2018 - Feb 2018 (1 mo). The description includes: "Collaborated with team to fund raise \$716,394 for the Connecticut Children's Medical Center and participated in 18-hour dance marathon".

UConn

CENTER FOR
CAREER DEVELOPMENT
career.uconn.edu

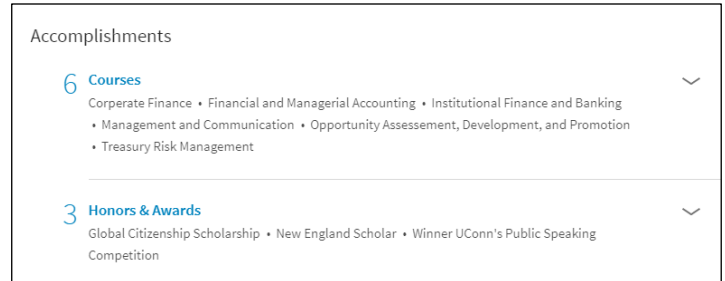
Skills & Endorsements

- Add your top professional skills; these can be transferrable and/or technical skills.
- Members of your network can endorse your reported skills. LinkedIn then gives you the option to accept or decline.



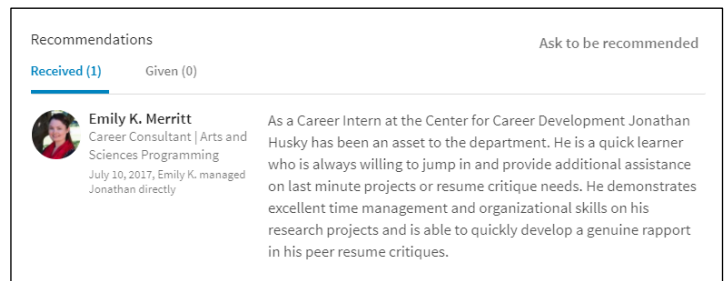
Accomplishments

- **Certifications:** include field-specific certifications.
- **Courses:** include 5-8 upper-level and/or relevant courses.
- **Honors & Awards:** include academic and professional awards.
- **Languages:** list languages spoken, including level of proficiency; only include English if applying internationally.
- **Test Scores:** include field-specific exams (e.g., CPA); do not include college/graduate school entrance exam scores.
- **Organizations:** list activities and leadership, including descriptions of your role for each experience.
- **Projects:** highlight skills you have demonstrated through coursework and/or labs. Detail specific projects (from work, internships, courses, volunteering, research, etc.) and link back to the specific experience to which it is associated.



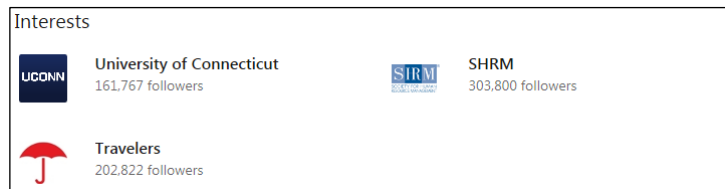
Recommendations

- Receive recommendations from professional contacts or classmates with whom you have collaborated on projects.
- When requesting a recommendation, ask for 2-3 lines of specific, positive feedback.
- Similarly, you can also provide recommendations to others.



Interests

- Follow influencers, companies, groups, and schools to indicate your interests.
- Join groups to find alumni and professionals from your industry to add to your network.
- Follow companies to find postings and receive social media updates on your LinkedIn newsfeed.

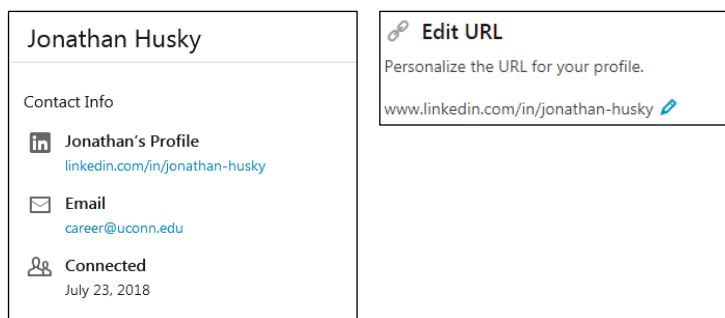


Contact & Personal Information

- Include how you would like to be contacted. Consider using your UConn email.
- Be careful what personal information you make public and review your privacy settings.

LinkedIn Profile URL

- Customize the public URL for your profile. Remove extra characters to make it easier for employers to read on your résumé in order to find your profile.



Resources

CCD Career Coaching [Schedule an Appointment](#) to talk to a career coach about using these LinkedIn resources:

Alumni Search Tool | Job & Internship Postings | Company Search

CCD On Demand <https://ccdondemand.uconn.edu/social-media-branding/>