



# Building a Great Student Profile

Showcase your experience and interests.

## 1. Write an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

## 2. Pick an appropriate photo

LinkedIn is not Facebook. Upload a high quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. That means no party photos, cartoon avatars, or cute pics of your puppy.

## 3. Show off your education

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

## 4. Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

## 5. Fill “Skills & Expertise” with keywords

This section is the place to include keywords and phrases that recruiters search for. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

## 6. Update your status regularly

A great way to stay on other people’s radar screens and enhance your professional image is to update your status regularly. Mention projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

## 7. Show your connectedness

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university, career services, and industry groups.

## 8. Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

## 9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

## 10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments on your profile. What better way to sell your skills than to show employers exactly what you can produce?

