

## Ten Things Dickinson Students Can do to Create a Great LinkedIn Profile

Here are 10 things to pay attention to when crafting a robust LinkedIn profile. How does yours look?

1. Use a descriptive "headline" (under your name)
  - It should include Dickinson College, should not only be a job or internship
    - Dickinson College Student or Student at Dickinson College
    - **Even better**, combine that with an interest or goal; major; or internship or job (if you're there now)
    - Dickinson College sophomore interested in government and politics
    - Dickinson College Environmental Studies major
    - Dickinson College Economics major and intern at Goldman Sachs
2. Upload a photo that shows how you would look in your target workplace
  - It should be of you alone, have a plain background and be professional (your clothing should reflect your career goal)
  - Examples of good LinkedIn photos, Heather Champion, Laura Kilko, Elizabeth Glynn Toth
3. Customize your public profile url
  - It looks professional and can be used in your email signature to direct the recipient to your LinkedIn profile. Example, [www.linkedin.com/in/linkoenig](http://www.linkedin.com/in/linkoenig)
4. Try to include a Summary and Specialties. Per LinkedIn, "describe what motivates you, what you're skilled at and what's next". LinkedIn provides this sample <http://www.linkedin.com/in/studentsample>
5. Flesh out your Experience section with bullet pointed items using descriptive verbs that explain your paid and unpaid work experience.
6. When adding Skills and Expertise, try to use the ones suggested by LinkedIn. These are keywords recognized by the system that will be found if someone does a search. Important - if you claim Skills and Expertise make sure that the information in your profile supports it; don't claim you have Skills and Expertise without backup.
7. Get recommendations from people you've worked with, done projects with, or studied under.
8. Include your activities, volunteer work and projects. In your Education section, list courses that show off what you're interested in.
9. Join LinkedIn groups related to your academic and career interests.
10. Include your contact information in "See contact info" if you wish. Keep in mind this is public information based on your privacy settings.

Other tips in using LinkedIn: When possible, personalize your request to connect, don't use the generic one; keep your profile up to date; in drafting emails, write one that is easy to forward.