CAREER GUIDE SERIES

THE COLLEGE STUDENT'S GUIDE TO CREATING A WINNING LINKEDIN PROFILE

LinkedIn is no longer optional.

It's an indispensable component of the modern job search. LinkedIn provides the opportunity for students to highlight their strengths and accomplishments and catch the attention of job recruiters.

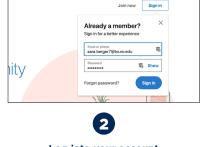
The effective use of LinkedIn isn't intuitive. In order to be competitive in the modern job market, students need to create a winning LinkedIn Profile that truly stands out.

HERE ARE SOME STEP-BY-STEP TIPS & POINTERS TO HELP YOU GET STARTED:

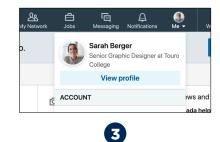


Go to www.linkedIn.com

Create an account



Log into your account



Press "ME" tab Go to "View profile"

LinkedIn Triumvirate.

These three items show up everywhere you do on LinkedIn: 1. Your Name, 2. Your Profile Photo, 3. Your LinkedIn Headline

irst Name *	Last Name
Sara	Berger

NAME

Use your first name and last name only, no degrees or icons. You can add a maiden name.



BACKGROUND IMAGE

Add a horizontal background image that helps promote your personal brand image Never use the default background provided by LinkedIn



PHOTO Insert your headshot photo. When taking your headshot, dress as if you are going to a professional networking event in your industry. (best if the background is white or gray, not busy)

About		
	uote in which he described himself as ' werything reminded her of this, I'd also	

ABOUT ME

More information about you (such as a the "summary" from your resume) Upload "Rich Media Content" to tell your story including videos, presentations, links to blog posts or articles you've written You can even upload your resume as "Rich Media Content" Include your email address here

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chool *	
😮 Touro College	
egree	
Master of Science - MS	
ield of study	

First Name *	
Sara	83
Headline *	

HEADLINE

Treat this as your LinkedIn "Elevator Pitch" LinkedIn limits your headline to 130 characters Discuss - who you are; what can you do for a company Make sure the wording is inviting, personal and sounds like you

Career interests	Privacy setting
Let recruiters know you're open We take steps not to show your current company that you're open, but can't guarantee complete privae Learn more	_{zy.} On 💽
Before turning on this signal, let's make sure your profile will stand out to recruiters.	Enhance Profile
Note to recruiters	
Open to Human Resources Management Positions in the Finance or corporate setting. Willing to relo to bring my background in Accounting to a company who is solving some of the world's biggest corp	
230/300	
Your career interests help determine what jobs you're recommended.	
Where are you in your search?	

CAREER INTEREST

"Open Candidate" Allows recruiters to know that you are available, even if you have a job listed Include desired job titles Location (i.e. Metropolitan area)

Q Skill (ex: Data Analysis			
'ou can add 32 more skills			
V Human Resources In	ormation Systems (HRIS)	✓ Scheduling	✓ teamwork and colla

conneentaility, and opporting, gathering and tracking data to evaluate trends and presenting Assisted with relectronic file audits and data entry in compliance with policies and pro Provided general administrative support to align with HR projects and initiatives Worked on special projects and tasks as assigned

EXPERIENCE

D.

Sync with your company logo Use info from resume

itart Year		End Year (or expected)	
2018	Ŧ	2020	Ψ.

EDUCATION

Sync with Touro Include major accomplishments when impressive



SKILLS

This list is searchable. You can add the relevant skills right into your profile. Pin your top 3 Enter up to 50 skills

Ask for a reco	mmendation		
Who do you want to	ask?		
Joseph Moore			
ocception of			
Next			

RECOMMENDATIONS

Obtain at least 3 recommendations from professors, department heads or people who supervised you in an internship or workrelated experience.



VANITY LINKEDIN URL

i.e. www.linkedin.com/in/johnsmith Use that as the signature line in your resume



www.touro.edu 🔸 🛉 🎔 🔯 in @wearetouro

LinkedIn in 3 Minutes or Less Videos http://bit.ly/LinkedIn3Minutes QUESTIONS? 718.535.9375 chaim.shapiro@touro.edu