

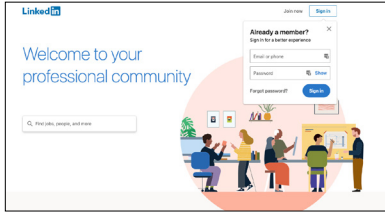
# THE COLLEGE STUDENT'S GUIDE TO CREATING A WINNING LINKEDIN PROFILE

**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.

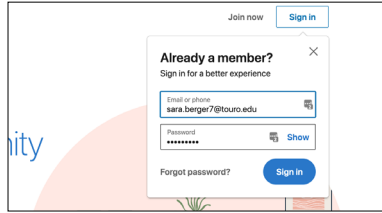
The effective use of LinkedIn isn't intuitive. In order to be competitive in the modern job market, students need to create a winning LinkedIn Profile that truly stands out.

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



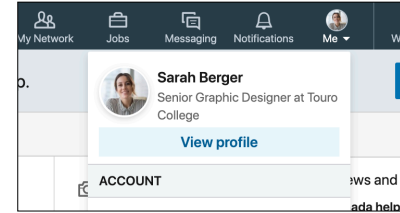
1

Go to [www.linkedin.com](http://www.linkedin.com)  
Create an account



2

Log into your account

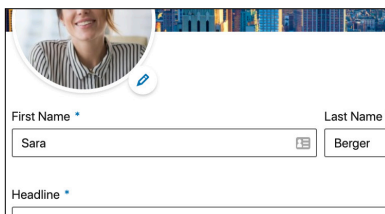


3

Press "ME" tab  
Go to "View profile"

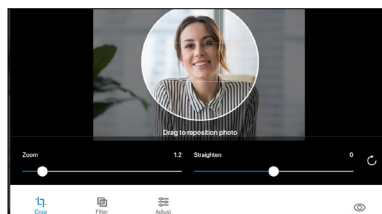
## LinkedIn Triumvirate.

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



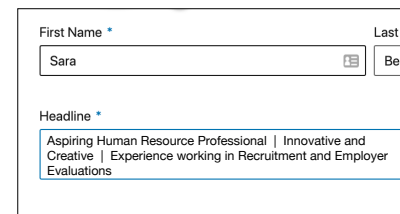
### NAME

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



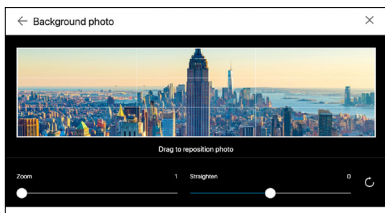
### PHOTO

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)



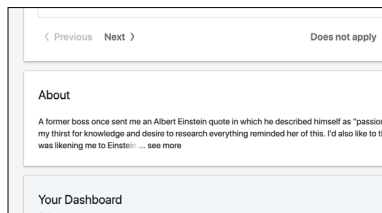
### HEADLINE

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



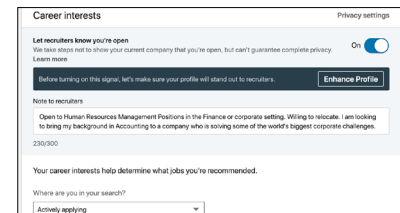
### BACKGROUND IMAGE

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



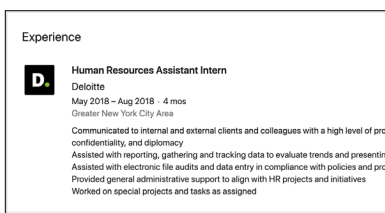
### ABOUT ME

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



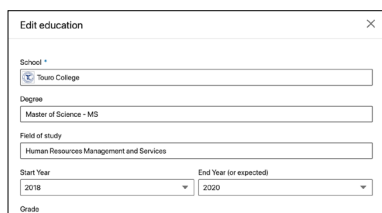
### CAREER INTEREST "Open Candidate"

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



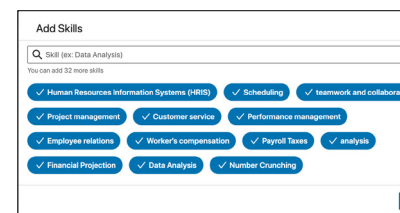
### EXPERIENCE

Sync with your company logo  
Use info from resume



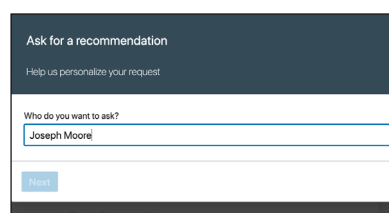
### EDUCATION

Sync with Touro  
Include major accomplishments when impressive



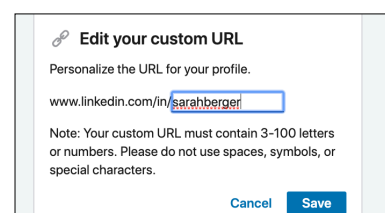
### SKILLS

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



### RECOMMENDATIONS

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



### VANITY LINKEDIN URL

i.e. [www.linkedin.com/in/johnsmith](http://www.linkedin.com/in/johnsmith)  
Use that as the signature line in your resume