



Why you need a LinkedIn Profile: One of the first things that potential employers do is to check your LinkedIn profile. They will 1) be confirming what they already see on your resume and 2) getting additional information about you that did not fit into your resume. Having a complete profile is an opportunity to showcase your skills, experiences, as well as recommendations from colleagues.

Headshot: Get a professional looking headshot for your profile. Research indicates that profiles with headshots are more likely to be viewed. Dress professionally, smile, and keep the background simple.

Background Image: Background images should be relevant and help tell your story. They might reinforce a skill, or experience, or service you offer. Be sure photo size is the correct size and has appropriate proportions.

Headline: Create a headline that tells people what you do or want to do. This is your professional identity and should be an indicator of your skills and experiences! What are the terms used in your industry to indicate your area of expertise for an employer? While you are in graduate school, be sure to include your program; for example, “Industrial Engineer PhD Student at University of Arizona” and “Masters of Public Health Student at University of Arizona” are useful. As you get closer to applying for jobs in business, nonprofit, and government, you will want to transition away from graduate student to your new professional identity. Underneath your headline section, you can add that you are open to work and what positions you are looking for; these should match your professional identity.

About: Write a summary that tells your professional story and indicates your specialization. Use discipline/industry specific keywords (but not too many). This should tell your reader about you as a professional, your experience and skill level, as well as your current career goals. Be sure to review other professionals’ profiles to better understand what the professional norms are in your field.

Featured: You can include links to your professional website, github site, or other examples of your relevant professional work.

Experience/Employment: List your professional experiences/employment chronologically, with the most recent employment at the top. Provide the company and job title. Under the description section, you can include your responsibilities and experiences and any useful outcomes. Include both relevant technical and interpersonal skills, and tailor these to your field or industry.



Education: List each of your degrees and be sure to include the full name of the school and degree earned. You can include your dissertation title and advisor.

Licenses and Certifications: Be sure to include the full name of the license or certification as well as the issuing organization.

Skills: There are a number of categories with a variety of skills in each category. Choose enough to demonstrate your abilities but not so many that it is hard to focus on your strengths. Be sure to list skills that are relevant to your profession. Five to fifteen skills provide colleagues a nice number to recommend you.

Endorsements: You can ask colleagues if they will endorse you and your skills or document their experience working with you. If someone offers to write an endorsement, you may want to discuss it with them before it is posted.

Recommendations: You can write a recommendation for someone, and you can ask for a recommendation here. Be sure to discuss a recommendation with the person before posting it.

Accomplishments: There is a pull down menu for you to include a diverse array of accomplishments such as publications, patents, courses, projects, honors and awards, languages, and organizations you are active in.

Organizations: You can list any professional and/or volunteer organizations that you belong to. If you do volunteer work, you can include your duties with the organization.

Interests: When you join a group or follow a company, this will show up under the Interests section. It can be useful to follow notable individuals and relevant professional organizations in your field as a way of indicating your involvement with the professional community.

Customize your LinkedIn URL: You can [create your custom public profile URL on LinkedIn](#).