Creating a Stellar LinkedIn Profile

Getting Set Up

Customize your URL so it is a simple link: linkedin.com/in/firstname-lastname

Update your privacy settings depending on how much or how little you want to be posted publicly.

Profile Picture

Your profile picture is key on a social media site. Make sure you LinkedIn picture is professional and appropriate. Have a clean, simple background, wear professional clothing, look directly into the camera, and convey warmth and professionalism.

You can leave the background photo alone or add an image. We strongly recommend that if you choose an image that it relates to the IT industry.

Headline

Your headline defaults to your current job title. We recommend that you customize it to show your shift into IT while you're in training and then again after completion.

This could be "Junior Java Developer," "Emerging Technologist," or something similar!

About Me/Summary

Your summary is where potential employers can get to know a little more about you and hear more about your experience in your own voice. Create an eye-catching short bio that is one paragraph long. The first three lines show automatically so make sure they stand out!

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Add Your Experience

This should be easy to add as you'll add each job experience as it appears on your resume and you can copy and paste job responsibilities from your resume! You can also add work experience that you may have had to cut from your resume.

Add your education experience and any volunteer experience as it is on your resume.

Skills, Certifications, and Endorsements

The Skills Section is an opportunity to tag your technical and professional skills. List those skills that are relevant to your job experience and search. If you gain a technical certification, add that accomplishment to the Licenses and Certifications section.

Enable the Endorsement settings to allow colleagues to endorse you and your skills. If this feature is on, it's recommended that you are active in endorsing others as well as receiving endorsements.

The accomplishment section is where you can add projects, publications, awards, organizations, languages, etc. If you're adding organizations, this should be external activities like Toastmasters or Meetups.

Building Your Network

Having an active network on LinkedIn can help you in your job search and your career. Remember, it's not only what you know but *who* you know!

Start connecting with your classmates, the staff, and volunteers and other folks that you meet at networking events.

When you are connecting with new people, always include a note of introduction. Write these notes as you would a professional email. Include a greeting and a signature, a reminder about how and when you met, and any additional personal connection information. You may even consider a call to action like meeting for coffee.