Recruiters, business professionals & students use LinkedIn to develop their professional network. Follow these guidelines to make your profile stand out and look polished.

**PROFESSIONAL PICTURE**
- Use a professional headshot with a simple background.
- Select a current photo.
- Make sure that the picture is clear and well-lit.
- Pick a high-resolution image.
- Wear a nice shirt and smile with your mouth AND your eyes!
  ⇒ Avoid: Party pictures, awkward cropping, and group pictures, selfies

**PROFILE HEADLINE**
- Include your current job, upcoming job, or current status regarding work.
  ⇒ Ex: Peer Coach at McCombs Career Management Office
- If not currently working and seeking a job, include your education and/or your desired position.
  ⇒ Ex: Seeking an internship in the NGO/Non-profit Industry

**UNIQUE URL**
- On your profile, click the Me icon at the top of your LinkedIn homepage. Click View Profile.
- On your profile page, click the Edit Your Public Profile & URL to make your custom URL.
  ⇒ Ex: www.linkedin.com/in/lucylonghorn

**PROFESSIONAL SUMMARY**
- Utilize the summary section to elaborate on interests, personality, and other relevant information not noted on your resume. Describe what motivates you, what goals you’re aiming for, and showcase your personality!
- Include any current jobs and your responsibilities, organizations that you are involved in, and transferable skills that differentiate you (this paragraph can be written in 1st or 3rd person).

**WORK EXPERIENCE**
- You should include: company name, position title, dates.
  ⇒ Tip: Elaborate from information on your resume by sharing impactful examples of what you gained from the experience!
- List previous, relevant part-time, and full-time jobs relating to your current career goals/experiences.
- If you’re a first-year student, high school work and volunteer experience from high school is acceptable.
CONTINUED

EDUCATION & HONORS

• You should include: current education, major, relevant coursework (if applicable), any study abroad experience.
  ⇒ Optional: Add any class projects that are relevant to your career goals (you can upload media such as documents, photos, videos, links, and presentations). If uploading links or a portfolio, make sure they are up to date.

• Include any university awards, scholarships, honor societies, work awards (e.g. University Honors, College Scholar).

ORGANIZATION(S)

• Include on and off-campus organizations and leadership positions you’ve held in said organizations.

• Describe what you do with each organization and any leadership responsibilities.

RELEVANT SKILLS & ENDORSEMENTS

• Include keywords RELEVANT to your experiences. Only endorse connections if you have actually seen them utilize a skill.

• LinkedIn gives you the option to remove any irrelevant skills or endorsements to avoid misrepresenting your skill set.

ADDITIONAL SECTIONS TO INCLUDE

All of these sections open you up to new opportunities to make connections and provide more details for recruiters to find you when looking for candidates:

• Test scores
• Projects (work-related)
• Languages
• Organizations you support
• Certifications
• Causes you care about
• Advice for contacting
• Courses
• Patents

MAKING CONNECTIONS

• Based on information in your profile, LinkedIn will recommend connections for you. Connect with friends, professors, classmates and colleagues to start with!

• Find Alumni – Use this tool to identify alumni for informational interviews.