CREATING YOUR LINKEDIN PROFILE

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; wear a nice shirt and smile!
  - **Avoid:** Party pictures, awkward cropping, and group pictures

- **PROFILE HEADLINE**
  - Include your current job, upcoming job, or current status regarding work
    - **Ex:** Peer Coach at BBA Career Services, Aspiring Technology Consultant, Incoming Finance Intern at XYZ Company
  - If not currently working or seeking a job, include your education
    - **Ex:** Marketing Major at the McCombs School of Business
  - If applicable, highlight your expertise or showcase skills you want to turn up in searches

- **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 and URL and on the right side click the Edit icon next to 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
  - 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:** Include what’s on your resume, but try to elaborate more and take advantage of the space LinkedIn gives you
  - List previous, relevant part-time, and full-time jobs relating to your current career goals/experiences
    - **Recommended:** Include any media such as photos, videos, and projects from work (that are approved to share)
  - If you’re a first-year student, high school work and volunteer experience from high school is acceptable

- **EDUCATION**
  - 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.

- **HONORS & AWARDS**
  - Include any university awards, scholarships, work awards, etc.
    - **Ex:** University Honors, College Scholar, Distinguished College Scholar

- **ORGANIZATIONS**
  - Include on and off-campus organizations and leadership positions you’ve held in said organizations

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business
BBA Career Services
RELEVANT SKILLS
• 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

VOLUNTEER EXPERIENCE
• You should include: the organization, your role, timeline you volunteered, and a description of the activities you performed

ADDITIONAL SECTIONS TO INCLUDE
All of these sections open you up to new opportunities to make connections:
• Test scores
• Projects (work-related)
• Languages
• Organizations you support
• Certifications
• Publications
• Interests
• Volunteer opportunities
• Causes you care about
• Advice for contacting
• Courses
• Patents

MAKE 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
• Access the data by putting in “University of Texas at Austin” or “The University of Texas at Austin – Red McCombs School of Business” in the Search bar at the top left. Select Alumni on left-hand side.

BEST PRACTICES
How to ask for a recommendation
• Ask managers, professors, classmates, or anyone who you have worked with closely in a professional setting
• Only ask for recommendations if you could write one for them as well; try to reciprocate whenever possible

Steps to ask for a recommendation
• Go to your Profile Page and click the 3 dots to the right of your profile picture
• Select Request a Recommendation from the drop down menu and make sure to personalize the request

Networking Do’s
• Connect with people you know or people you are interested in learning more about for informational interviews
• Write personalized LinkedIn requests to stand out – LinkedIn has a standardized message, so personalize whenever possible
• Join and participate in LinkedIn groups, such as UT/McCombs groups, groups in a specific industry, or areas of interest (i.e. McCombs BBA Career Services Mentor Network is great to connect with employers and alumni)
• Have your LinkedIn profile reviewed by BBA Career Services. Treat LinkedIn content as you would your resume in regards to your attention to detail and accuracy

Networking Don’ts
• Avoid sharing religious, political, or inappropriate posts – share industry/professional related content
• Refrain from posting your birthday/marital status (Contact & Personal Info section)
• Do not lie about anything on your profile – it is easy to confirm anything on the Internet and it’s a sign of how ethical you are
• Do not treat LinkedIn like other social media. Remember that LinkedIn is your professional network, so your interactions with connections should be more professional than the way you interact on other social media sites