

## LINKEDIN

Having a profile on professional networking sites such as LinkedIn is standard in today's workplace. Too often individuals do not actively manage their online presence, resulting in their profiles becoming outdated. The lack of active management of your online profile can end up hurting your employment chances. Having a professional profile that communicates the attributes *you want others to remember* about you will help you tell your "**STORY**" to the world.

LinkedIn offers users assistance in creating and managing their profiles. To access their help, visit: [help.linkedin.com](http://help.linkedin.com).

- Use a professional headshot for your picture. Funny pictures, cropped group shots, random images, or fuzzy camera pictures are not acceptable.
- The Summary section should highlight where you want to go in addition to your skills and past experiences. Think of this section as a "10-second pitch" or your brand. Just as a resume does not need every detail from every job, the Summary on LinkedIn should not be an exhaustive list of all your experiences.
- Be concise in your experience descriptions – tell your story in as few words as possible. Whenever possible, highlight your achievements and the results of your efforts. Also, keep any keywords, skills, and other terminology that are relevant to your future position on your profile.
- Give and ask for recommendations from people you trust and with whom you can craft a detailed recommendation. This is also a good barometer of people you should be connecting with.
- Endorse the skills of others and others will endorse your skills.
- Join and participate in industry-focused groups. This will demonstrate your interest in the field. For non-professional LinkedIn groups (ex: Meatball Marinara Lovers), hide them from public view in the "Edit Profile" link.