DEVELOPING A STRONG LINKEDIN PROFILE
A GUIDE TO DEVELOPING A PROFESSIONAL ONLINE PRESENCE WITH LINKEDIN

Graphic from: www.linkedin.com
The following information outlines instructions to develop a strong LinkedIn profile:

Prior to the start of your program, you should create/update your LinkedIn profile, as you will use this platform to connect with recruiters, alumni and other professionals while at CMU. You may review your completed profile with your career consultant in a scheduled or drop-in advising appointment after the start of your program.

A LinkedIn Profile Self-Review is also located in this module for your reference and use. You may review additional LinkedIn resources and tips on LinkedIn's website.
SETTING UP YOUR LINKEDIN PROFILE: GETTING STARTED

- Create a profile, if you have not done so already, by going to: www.linkedin.com
  - Select Get Started or Join Now
- Ensure your location is accurate
  - If you are on the Pittsburgh campus, the zip code is 15213
If you have an existing LinkedIn profile OR have any LinkedIn Connections, set *Sharing job changes, education changes, and work anniversaries from your profile* to NO. This will prevent your connections from receiving notifications about your numerous profile changes:

https://www.linkedin.com/psettings/activity-broadcast
Your LinkedIn profile should provide an overview of your skills and experiences, as well as introduce your professional and academic background to recruiters, alumni, and other professionals.

An effective profile will include:

- A well written:
  - Headline
  - Summary

- Experiences from your Resume:
  - Work/Internship Experience
  - Academic and/or Research Projects
  - Education
  - Skills
  - Any additional relevant experiences (for example: extracurricular experience, volunteer work, etc.)
LinkedIn provides a virtual platform for your academic and professional achievements, while also allowing you to include personal information. We do not recommend including personal details, as they're not relevant to your job search.

Similar to your resume, **avoid** including the following in your LinkedIn profile:

- Test Scores
- Birthday
- Marital Status
- Personal Identification Information
- Information from High School/Secondary School
BUILD YOUR PROFILE: INCLUDE A PROFESSIONAL PHOTOGRAPH

- A good LinkedIn photo is:
  - Simple
  - Professional
  - Features only you

- A professional quality photograph is not necessary

- Do not use a passport photo

- Do not use the following types of photos:
  - Group photos
  - Selfies
  - Blurry or poor quality photos
  - Informal photos / information locations
A customized URL looks more professional and can be included in application documents, such as your resume.

Select “Edit public profile & URL” to the right of your Photo & Headline.

Create a customized URL that is simple.
BUILD YOUR PROFILE: WRITE A HEADLINE THAT WILL GET YOU NOTICED

Your headline should be brief, and informative, so that it will better attract employers to your profile.

At a minimum, include who you are and Carnegie Mellon University.

For Example:
- Carnegie Mellon Robotics Master’s Student

If you also know the type of job or internship opportunity you will be pursuing, then include that as well:

For Example:
- CMU Educational Technology and Applied Learning Science Grad Student | Seeking UX Design Internship

Graphic from: www.linkedin.com
BUILD YOUR PROFILE: SELECT AN INDUSTRY

- Select the profile “edit icon”
- Choose your Industry:
  - Select the industry in which you are seeking employment and/or studying.
  - Do not select higher education unless you plan to seek employment in this industry.
BUILD YOUR PROFILE: CREATING A STRONG SUMMARY

A summary allows you to introduce your academic/professional background to a prospective employer or networking contact. LinkedIn may recommend a pre-written summary based on your profile information, but it’s best to write your own summary using the information included below.

- **Summary Framework:** Present, Past & Future
  - Outline your:
    - Current education and research, if applicable
    - Professional and/or academic past
    - Your future career aspirations

- Use the 1st person, “I”
- Include most relevant information within the first two sentences:
  - Include most relevant technical skills
- Optional to include:
  - Links to websites, portfolios, resumes, etc.

Graphic from: www.linkedin.com

I’m currently pursuing my Master’s in Human Computer Interaction at Carnegie Mellon University, and I plan to leverage my coursework and professional experience in design to pursue a summer internship in 2021.
I'm currently pursuing my Master's degree in Computational Data Science at Carnegie Mellon University, and I'm interested in Applied Scientist internships for Summer 2021. I have an undergraduate degree in Computer Science from the Indian Institute of Technology and previous internship experience working as a researcher. I also have skills in natural language processing and machine learning, as well as knowledge of many programming languages included Python and C++. While pursing my undergraduate degree, I worked as a researcher with a team of five to use publicly accessible data from social media to create a gold-standard social attention model. I presented my team’s findings at the III Conference in 2019.
BUILD YOUR PROFILE: WORK EXPERIENCE & EDUCATION

- Add the content from your resume to the corresponding/most relevant sections on LinkedIn
  - “Add profile section” is located above your Headline

- Your “Background” section should include, but is not limited to:
  - Professional Work Experience – Internships & Full-time Jobs
  - Education – current program and previous degree(s)

- Your status as a Graduate Student at CMU should not be included in the “Work experience” section. This is considered academic, not professional experience.

- The content of your LinkedIn profile should at minimum MATCH your resume
BUILD YOUR PROFILE: CMU EXPERIENCE & ACADEMIC PROJECTS

- Your “Accomplishments” section can include:
  - Academic, Research and Extracurricular projects from CMU and your undergraduate university
  - Relevant coursework, publications, patents, certifications, etc.

- Ensure that all of your professional and project experiences include results, achievements and skills you’ve used. This will allow an employer to better assess your qualifications for a job or internship.
Adding skills to your profile will help employers evaluate your qualifications for a job or internship opportunity.

- Choose to “Add a new skill”
- Select the technical skills that you have included on your resume
- You may also include soft skills, such as team leadership, project management, or communication, if they are relevant to your search
- Only your first three skills will initially be visible, so list them in order of importance and relevancy to your job/internship search
FINALIZE YOUR PROFILE: MANAGE YOUR PUBLIC PROFILE SETTINGS

We recommend that your profile is set to Public, so employers can view your profile easily and without being connected to you.

To edit your privacy settings, select: https://www.linkedin.com/psettings/privacy
- Select *Edit your public profile*

Make profile public to “All LinkedIn Members”
NEXT STEPS

- Review the Building your LinkedIn Network Video
- After completing your LinkedIn profile, review the LinkedIn Profile Self-Review