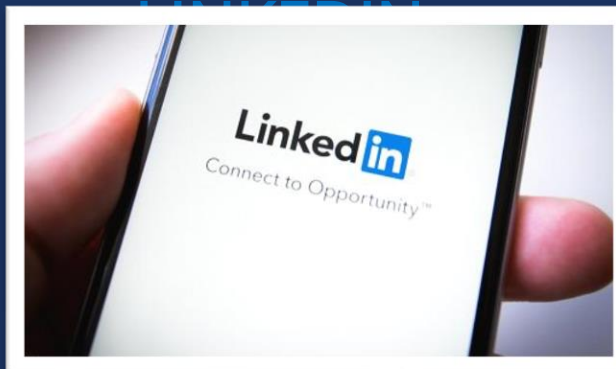

DEVELOPING A STRONG LINKEDIN PROFILE

A GUIDE TO DEVELOPING A PROFESSIONAL ONLINE PRESENCE WITH



INTRODUCTION AND CONTENTS

The following information outlines instructions to develop a strong LinkedIn profile:

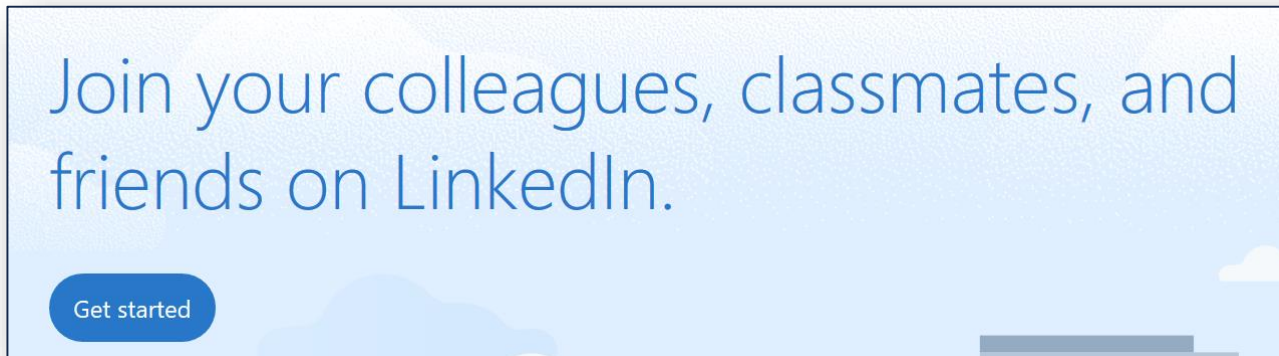
Prior to the start of your program, you should create/update your LinkedIn profile, as you will use this platform to connect with recruiters, alumni and other professionals while at CMU. You may review your completed profile with your career consultant in a scheduled or drop-in advising appointment after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



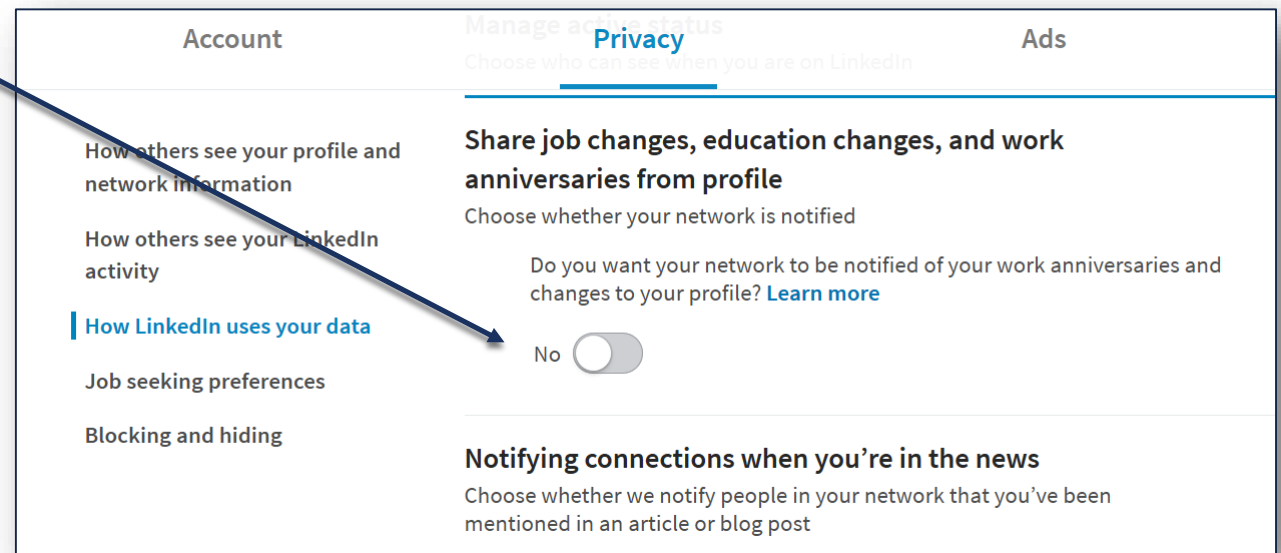
SETTING UP YOUR LINKEDIN PROFILE: GETTING STARTED

- 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

A screenshot of the LinkedIn sign-up page. The background is a solid teal color. At the top, the LinkedIn logo is displayed in white. Below it, the text "Make the most of your professional life" is written in white. The main content is a white sign-up form. It contains two input fields: "Email" and "Password (6 or more characters)". Below the password field, there is a line of small text: "By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." Below this text is a blue button labeled "Agree & Join". Underneath the button is a horizontal line with the word "or" in the center. Below the line is a dark blue button with the Facebook logo and the text "Continue with Facebook". At the bottom of the form, there is a link that says "Already on LinkedIn? Sign in".

BUILD YOUR PROFILE: GETTING STARTED

- 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>



The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected, and the 'Share job changes, education changes, and work anniversaries from profile' setting is turned off. A blue arrow points from the URL in the list above to this specific toggle.

Account	Manage account status Privacy Choose who can see when you are on LinkedIn	Ads
How others see your profile and network information	Share job changes, education changes, and work anniversaries from profile Choose whether your network is notified Do you want your network to be notified of your work anniversaries and changes to your profile? Learn more No <input type="checkbox"/>	
How others see your LinkedIn activity		
How LinkedIn uses your data		
Job seeking preferences		
Blocking and hiding	Notifying connections when you're in the news Choose whether we notify people in your network that you've been mentioned in an article or blog post	

DEVELOPING A STRONG LINKEDIN PROFILE

- 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.)



WHAT TO AVOID

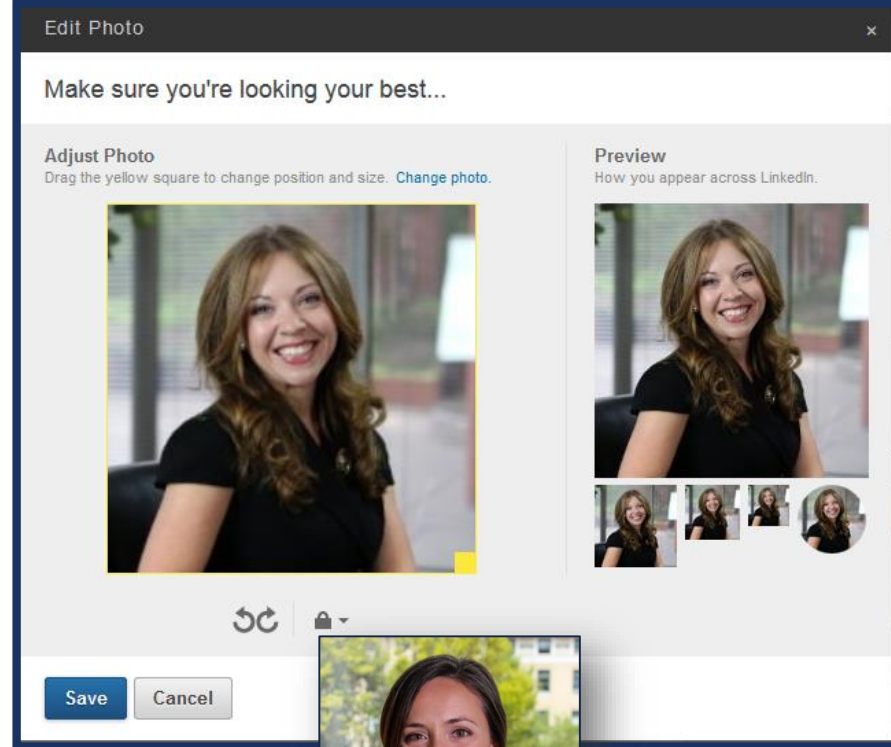
LinkedIn provides a virtual platform for your academic and professional achievements, while also allowing you to include personal information. We do not recommend including personal details, as they're not relevant to your job search.

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



BUILD YOUR PROFILE: CREATING A CUSTOMIZED LINKEDIN URL

- 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

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/sgear_____

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#) [Save](#)

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.

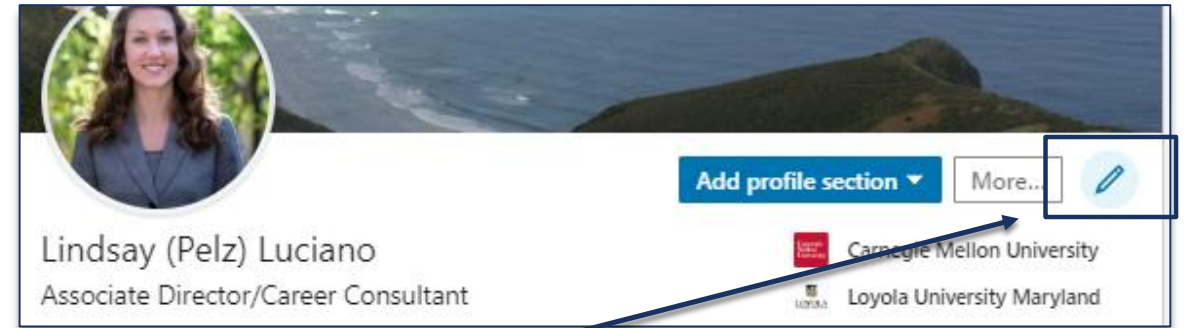
For Example:

- 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



Select "edit icon"

First Name * Last Name *

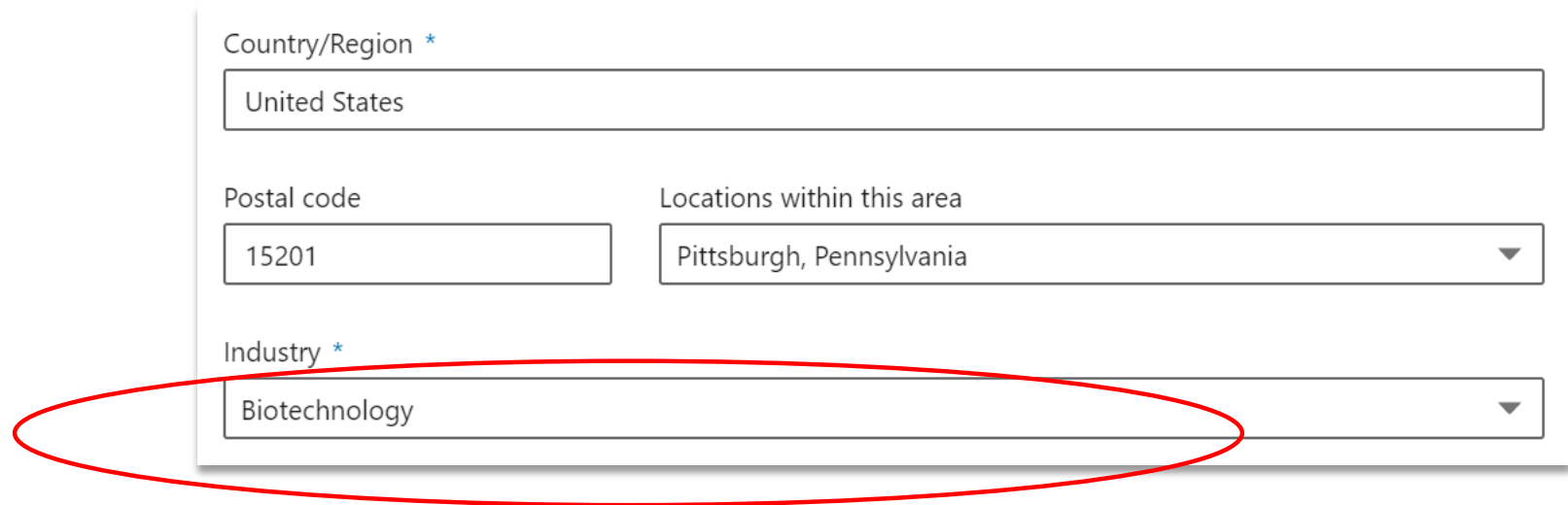
Former Name

Visible to: Your connections

Headline *

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.



Country/Region *

United States

Postal code

15201

Locations within this area

Pittsburgh, Pennsylvania

Industry *

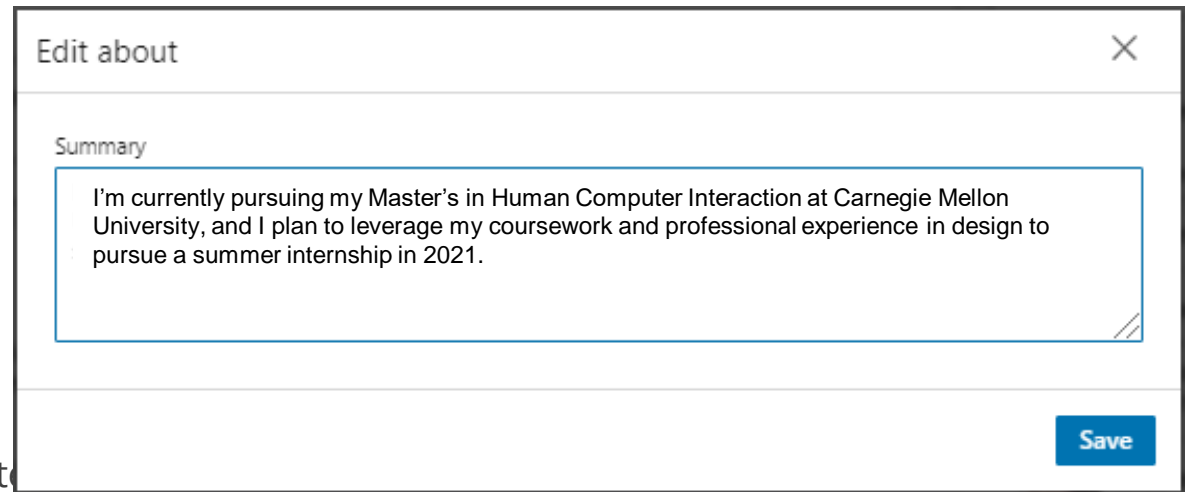
Biotechnology

The screenshot shows a form for selecting profile information. The 'Industry' dropdown menu is highlighted with a red oval, and the selected option is 'Biotechnology'.

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.



The screenshot shows the 'Edit about' dialog box in LinkedIn. The title bar says 'Edit about' with a close button (X) in the top right corner. Below the title bar, the word 'Summary' is displayed. A text area with a blue border contains the following text: '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.' In the bottom right corner of the dialog box, there is a blue 'Save' button.



SAMPLE PROFILE SUMMARY: INCLUDE YOUR PRESENT, PAST & FUTURE

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 pursuing 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.

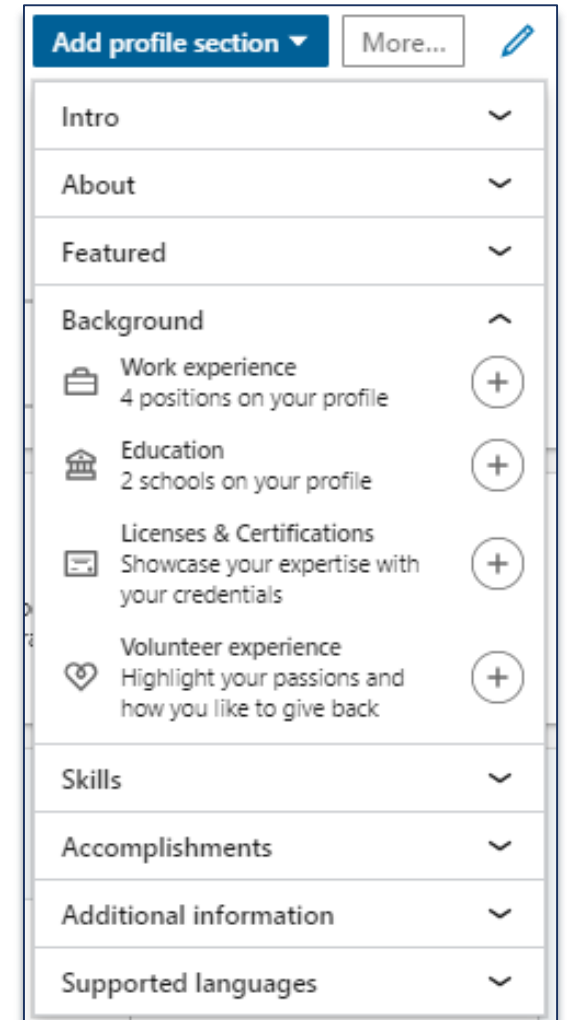
PRESENT

FUTURE

PAST

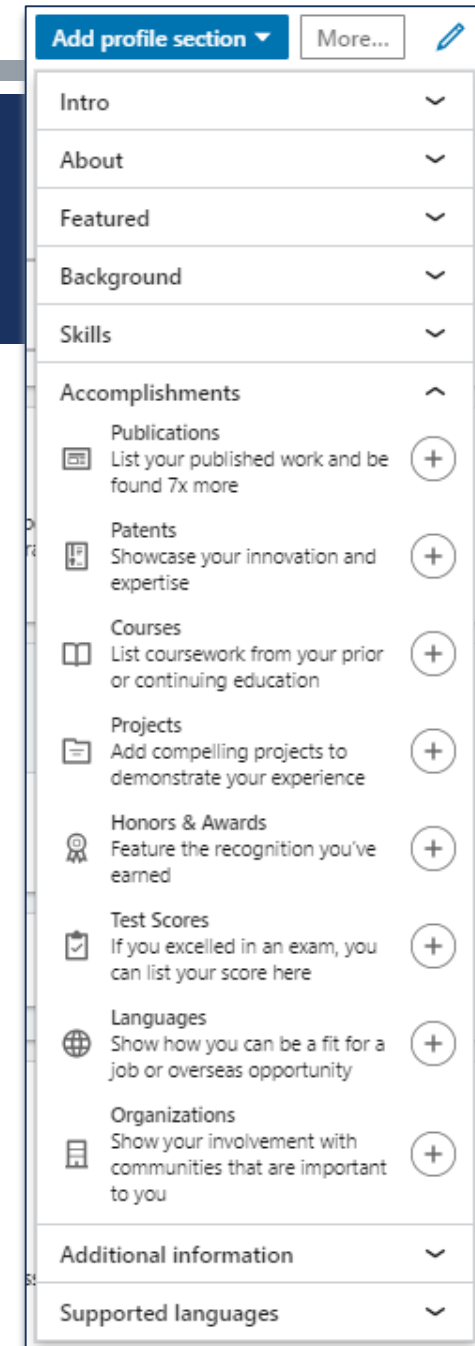
BUILD YOUR PROFILE: WORK EXPERIENCE & EDUCATION

- 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.



BUILD YOUR PROFILE: ADD SKILLS

- 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

The image shows a screenshot of a LinkedIn profile's 'Featured Skills & Endorsements' section. The section title is 'Featured Skills & Endorsements' with a blue 'Add a new skill' button and a pencil icon to its right. Below the title, there are three skill cards: 'SolidWorks', 'C++', and 'Teamwork'. Each card has a grey background and the text 'You don't have any endorsements for this skill yet' to its right. Overlaid on the bottom right is a modal window titled 'Add Skill'. The modal has a search bar containing 'Injection Molding' and a search icon. Below the search bar, there is a list of suggestions: 'Injection Molding' (twice) and 'Metal Injection Molding'. At the bottom of the modal, there is a toggle switch for 'Share profile changes' which is currently turned off, with the text 'No' to its left and 'If enabled, your network may see this change.' to its right. An 'Add' button is located at the bottom right of the modal.

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"

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility On

Basic (required)

- Name, number of connections, and region

Profile Photo

- Only 1st-degree connections
LinkedIn members directly connected to you.
- Your network
Your connections, up to three degrees away from you.
- All LinkedIn members
- Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc).

Background Photo Show

Headline Show

Summary Show

Articles & Activity Show

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show

Details Show

Groups Show

3. Select the sections you would like to make visible to everyone.

NEXT STEPS

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

