

**Carnegie
Mellon
University**

Developing a strong LinkedIn Profile

A guide to developing a professional
online presence with LinkedIn



Introduction and Contents

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

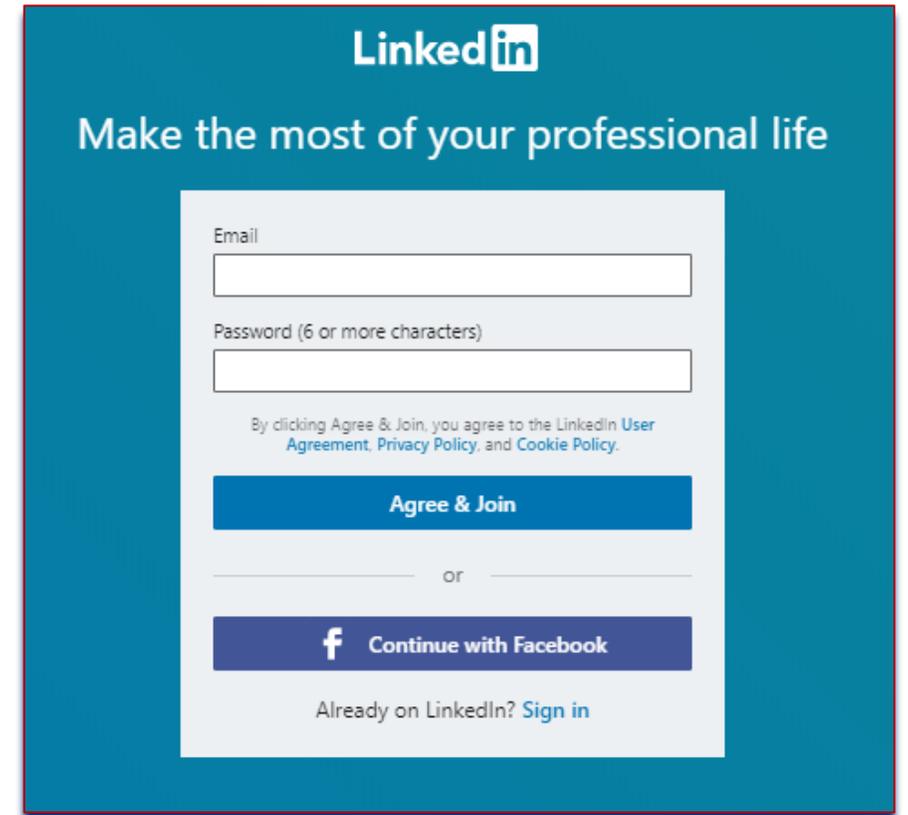
Prior to the start of your program, you should create/update your LinkedIn profile, as you will use this platform to connect with recruiters, alumni and other professionals while at CMU. You may review your completed profile with your career consultant in a scheduled or drop-in advising appointment after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

A LinkedIn Profile Self-Review is located in this module for your reference and use. You may also review additional [LinkedIn Profile Checklist Tips here](#).



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 page has a teal background. At the top left is the LinkedIn logo. Below it, the text "Make the most of your professional life" is displayed. The main content area is a white box containing a sign-up form. The form has two input fields: "Email" and "Password (6 or more characters)". Below the password field is a line of text: "By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." There are two buttons: a blue "Agree & Join" button and a dark blue "Continue with Facebook" button. Below the Facebook button is a link: "Already on LinkedIn? Sign in".

LinkedIn

Make the most of your professional life

Email

Password (6 or more characters)

By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Agree & Join

or

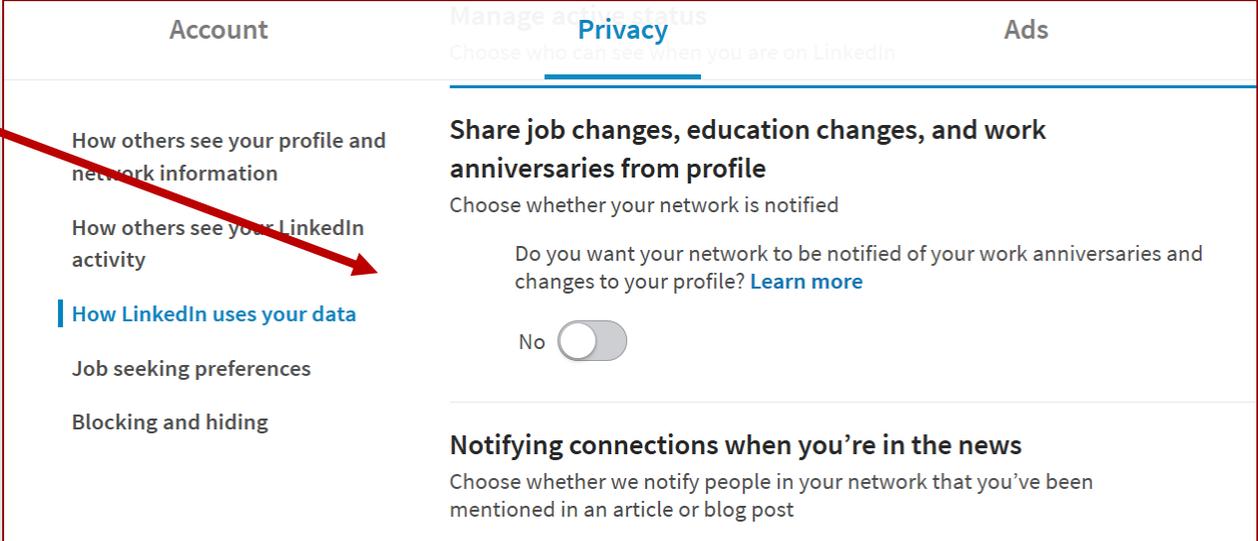
f Continue with Facebook

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. In the left-hand menu, 'How others see your profile and network information' is highlighted with a red arrow. The main content area shows the setting 'Share job changes, education changes, and work anniversaries from profile' with a toggle switch set to 'No'. Below this, there is a section for 'Notifying connections when you're in the news'.

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
 - Any additional relevant experiences (for example: extracurricular experience, volunteer work, etc.)
 - Skills





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. Also, 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



Images from [LinkedIn Profile Checklist](#)

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 Chemical Engineering Master's Student

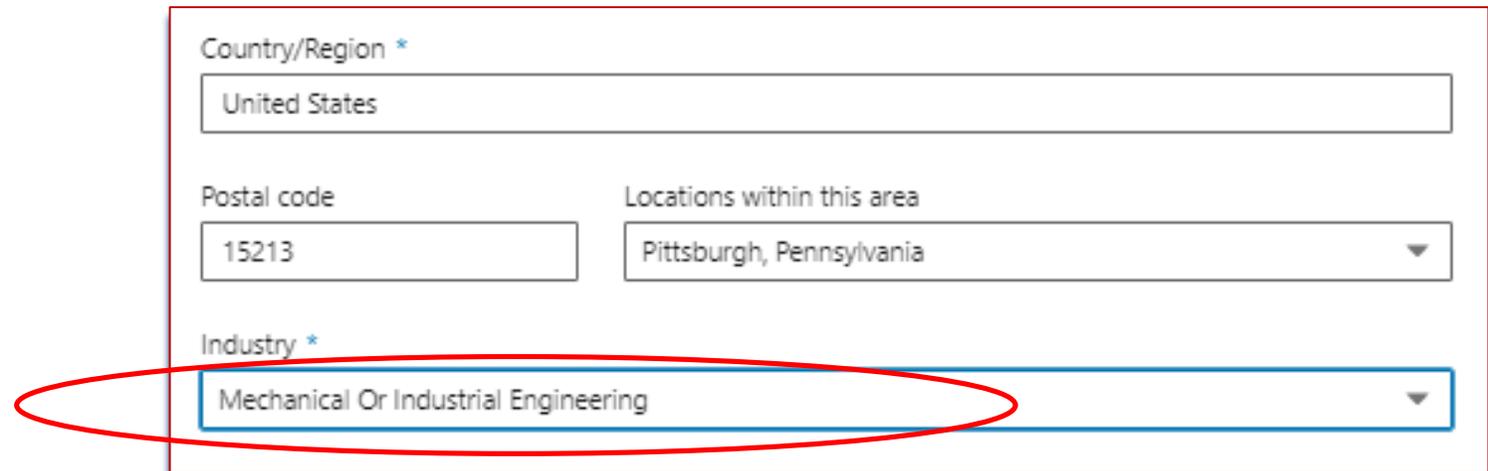
If you also know the type of internship/job opportunity you will be pursuing, then include that as well:

For Example:

- Carnegie Mellon | Electrical & Computer Engineering Grad Student | Seeking Software Engineering Internship

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.



The screenshot shows a form with the following fields:

- Country/Region *: United States
- Postal code: 15213
- Locations within this area: Pittsburgh, Pennsylvania
- Industry *: Mechanical Or Industrial Engineering

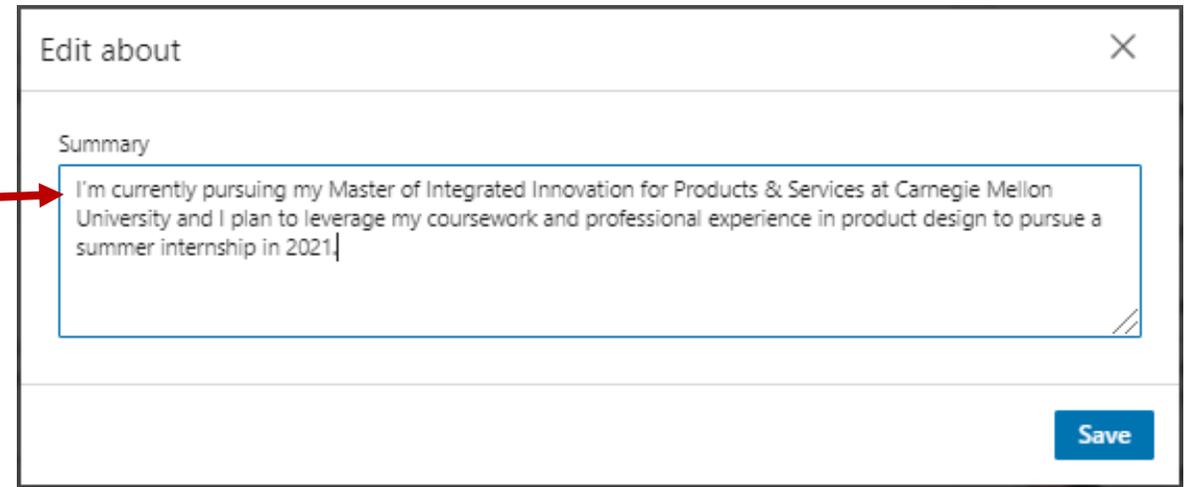
The 'Industry' dropdown menu is highlighted with a red oval.

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

- Use the 1st person, "I" 
- Outline your:
 - Current education and research
 - Professional and/or academic past
 - Your future career aspirations
- Include most relevant information within the first two sentences of your profile, as that is all that will be initially viewable
 - Include most relevant technical skills
- Optional to include:
 - Links to websites, portfolios, resumes, etc.



Edit about

Summary

I'm currently pursuing my Master of Integrated Innovation for Products & Services at Carnegie Mellon University and I plan to leverage my coursework and professional experience in product design to pursue a summer internship in 2021.

Save

SAMPLE PROFILE SUMMARY: Include your PRESENT, PAST & FUTURE

I'm currently pursuing my Master's degree in Civil and Environmental Engineering at Carnegie Mellon University, and I'm interested in project engineering internships for Summer 2023.

PRESENT

FUTURE

I have an undergraduate degree in Civil Engineering from the Indian Institute of Technology and previous internship experience assisting a construction project manager. I also have academic project experience utilizing Revit and Synchro to generate three and four D models.

PAST

While pursuing my undergraduate degree, I led a team to participate in the Solar Decathlon, an international competition sponsored by the Department of Energy. My team and I designed and built an operational solar-powered home, and we were the first team to ever represent India in this competition.

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

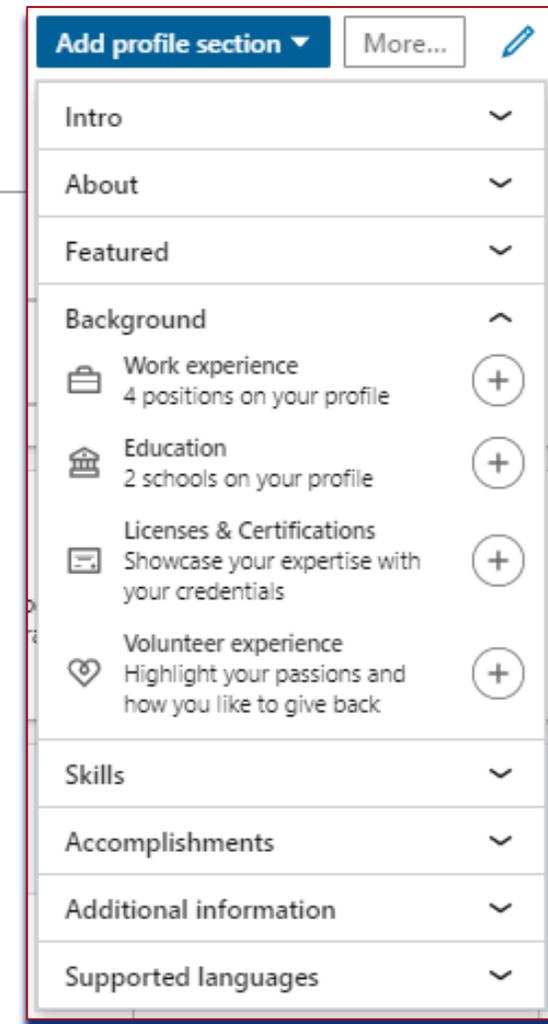
Your “Background” section should include, but is not limited to:

- 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:

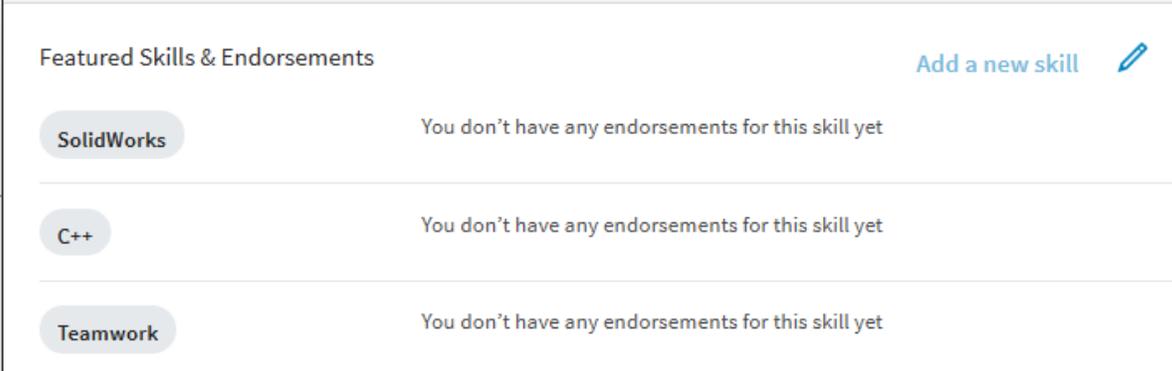
- Academic, Research and Extracurricular projects from CMU and your undergraduate university
- Relevant coursework, publications, patents, certifications, etc.

Ensure that all 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

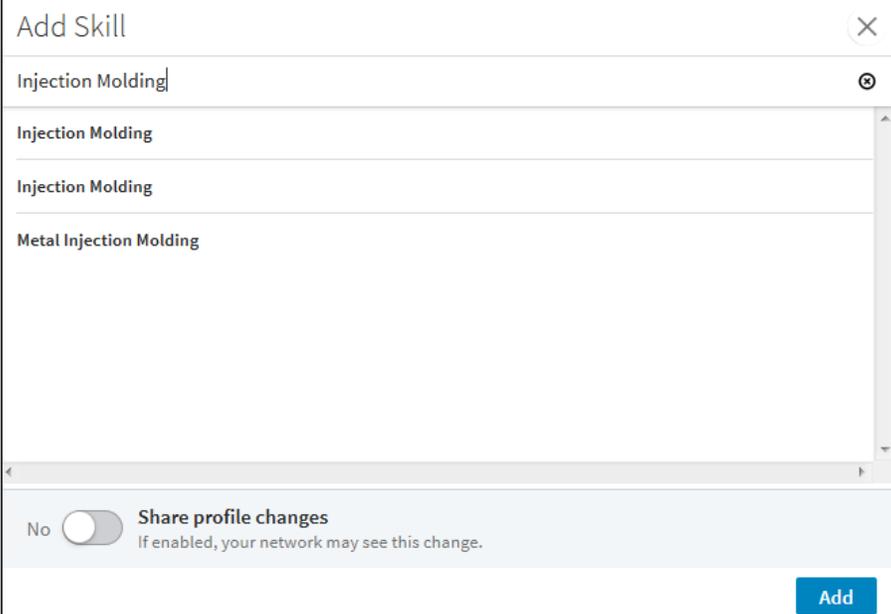


Featured Skills & Endorsements [Add a new skill](#)

SolidWorks You don't have any endorsements for this skill yet

C++ You don't have any endorsements for this skill yet

Teamwork You don't have any endorsements for this skill yet



Add Skill

Injection Molding

Injection Molding

Injection Molding

Metal Injection Molding

No Share profile changes
If enabled, your network may see this change.

Add

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

