Creating a Profile
Why should you have a profile on LinkedIn (LI)?

- 89% will recruit in social networks this year
- 55% will spend more on social recruiting
- 64% use 2 or more networks for recruiting
- 78% expect increased competition for hires

Published by Jobvite from a survey conducted online between May and June 2011 w/ over 800 HR recruiters.
"Companies are increasingly relying on social networks such as LinkedIn, video profiles and online quizzes to gauge candidates' suitability for a job. While most still request a résumé as part of the application package, some are bypassing the staid requirement altogether."
Four Basic Reasons to start your account

1. To establish your professional profile

   – Your profile is discoverable through millions of searches on LI or from search engines like Google.
   – It rises to the top of search results thus it lets you control the first impression people get.
   – It gives you a chance to showcase your skills and talents so the right people and opportunities find you.
2. To stay in touch with colleagues and friends

– Keeps your addresses up-to-date since people today constantly change jobs and locations
– Allows you closer contact with great tools to communicate and collaborate.
3. Find experts, ideas, and contacts

– Search through groups and contacts to find connections who can assist you in your job search.
– Tools like Answers and Groups let you locate and interact with experts through trusted introductions.
– Lets you explore the broader network by name, title, company, location, and other keywords.
4. Explore opportunities

- Allows you to explore different careers, research companies, see jobs, and view job boards that show who you know at listed companies.
Build a Professional Student Profile

First: Remember that first impressions are often the most important.

Hint: Your profile is an interactive business card to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers.

Tip: You can add to your resume, business card or email signature.
1. Craft an informative profile headline – Who you are

- The headline or slogan is your professional brand, such as Recent honors grad seeking ______ position.
- Check out profiles of students and recent alums for inspiration.
- Note: Best practice is to highlight unique skill sets or competencies, like “Aspiring engineer with two years of experience leading teams.”
2. Display an appropriate photo

- LI is not Facebook - select a professional, high-quality headshot of you alone.
- Many people find it far easier to remember a face than a name.
3. Show off your education

- Include emphasis of study
- Highlight activities and achievements and include school projects and leadership experiences as they transfer from academia to work.
- Include study abroad programs and summer institutes.
- List GPA, honors or awards if appropriate.

4. Develop your professional summary statement

- Be concise and confident about goals and qualifications.
- Outline your niche while highlighting unique skills and specialties.
- Include relevant internships, volunteer work, and extracurricular activities.
- Short blocks of text are best for easy reading; bullet points are great.
5. Fill your “Specialties” section with keywords
   • Think of the keywords or phrases that a recruiter or hiring manager might type into a search engine to find someone like you.
   • Search other profiles of people who currently hold the kinds of positions desired to find these keywords.

6. Experience
   • List research, projects, jobs and internships that showcase your roles and responsibilities and highlight your key successes by adding quantitative result. Remember to think of results/accomplishments.

7. Update your status as often as you have time
   • Tell people about events you’re attending, major projects completed, professional books you’re reading, or any other interesting news.
8. **Show your connectedness with Group badges**
   - Joining Groups and displaying the group badges show professionalism and desire to connect to people with common interests.
   - Join HMC’s Alumni LinkedIn group as well as the larger industry groups related to career interests.
   - *Note:* This section is automatically generated for you based on the groups you are a member of.

9. **Collect diverse recommendations**
   - Gain credibility through third-party endorsements.
   - Getting one recommendation associated with each position is a good start.
   - Professors, internship coordinators, employers, and professional mentors are good recommenders.
10. Claim your unique LinkedIn URL
• To increase results into search engines, set your profile to “public” and claim a unique URL (for example: www.linkedin.com/in/yourname).

11. Share your work
• Add examples of your writing, design work, or other accomplishments by displaying URLs to direct people to your website, blogs, etc.
• Note: You can store a downloadable version of your resume.
Courses, Honors & Awards, Languages, Organizations, Projects, Patents, Test Scores

Courses: List select courses that qualify you for positions or demonstrate your commitment to field. Many employers know course catalogs, so include the strongest courses of your HMC experience.

Honors & Awards: If you made the Dean’s List or earned a merit-based scholarship, add it. These provide objective validation for your accomplishments.

Languages: List languages and the level of proficiency, e.g., bilingual to conversational.

Organizations: Participation in on-campus or external organizations shows your contributions outside the classroom. Leadership abilities, and making a positive impact within an organization, are talents widely sought by employers and recruiters.

Projects: Participating in projects shows that you can apply classroom learning to real-world challenges and work effectively in a team. Add a PowerPoint, pdf of Word doc using SlideShare of compelling research or class projects.

Patents: If you Clinic Project got a patent, list this impressive information.

Test Scores: Employers often view strong test scores as indicators of good problem solving skills.
Adding new student sections

Go to edit mode, and click the blue “Add sections” bar under your profile summary.
Quick Tip: Rearrange the sections of the profile to highlight your strongest sections by drag and drop.