10 Steps to Building a Successful LinkedIn Profile

1. **Informative profile headline**
   Think of this as your professional slogan. Make it short and memorable, and look to the profiles of other students and recent alumni you admire if you need ideas. Example: “Honors student seeking marketing position.”

2. **Appropriate photo**
   LinkedIn is not Facebook. You should use a high-quality photo of **yourself** alone, professionally dressed. No sunglasses, hats, or distracting backgrounds. You may even want to have professional photos taken.

3. **Showcase your education**
   Include all of your schools, major(s) and minor(s), courses, and study abroad or summer programs. LinkedIn is not a place for modesty- show off your GPA, test scores, honors, or awards.

4. **Develop a professional Summary**
   Your Summary statement should be the equivalent of the first few paragraphs of your best-written cover letter—a concise and confident description of your qualifications and goals, including your relevant work and extracurricular activities.

5. **“Skills and Expertise” keywords**
   Recruiters search for specific keywords and phrases, which you should list here. To find relevant keywords that fit you, look in job listings that appeal to you as well as the profiles of people who are in the kinds of roles you want.

6. **Regular status updates**
   Post updates to help you stay on your network’s radar and build your professional image. Mention professional books or articles, your projects, or events you’re attending. Recruiters read your feed!

7. **Show your connections**
   Joining groups shows that you want to engage in professional communities and learn the lingo. Start by joining Hampden-Sydney’s group and your industry. The groups you join appear at the bottom of your page.

8. **Varied recommendations**
   The best profiles have at least one recommendation for each position the person has held. Recruiters are impressed by recommendations from people who have directly managed you!

9. **Create a unique LinkedIn URL and QR code**
   This increases the professional results that appear when people search you online, so set your LinkedIn profile to “public,” and create a unique URL (ex: www.linkedin.com/in/JohnSmith)

10. **Display your work**
   You can add examples of your writing, design work, or other accomplishments on your profile. What better way to sell your skills to potential employers?

For more information on expanding your profile and other ways to use LinkedIn for professional gain, visit [https://university.linkedin.com/linkedin-for-students](https://university.linkedin.com/linkedin-for-students)

*Adapted from LinkedIn.com*