

LinkedIn Profile Tips

Build a Strong Profile



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Get that All-Star Status

Think of your LinkedIn profile as a resume with extra spice, and take some time to make sure it provides an accurate picture of you as a professional. LinkedIn has five levels of profile strength: beginner, intermediate, advanced, expert, and All-Star. Some studies have found that users with “All-Star” status are 40 times more likely to be contacted about job opportunities.

Don't be Camera Shy

Profiles with a photo receive 21 times more visits and are 36 times more likely to receive messages. Given that LinkedIn is a professional platform, remember to wear professional attire when taking a photo. Your headshot should be professional, and you can choose to have one taken by a photographer, or enlist a helper to take one on your phone against a neutral background.

Craft a Catchy Headline

Your headline should not just be your job title or status as a student. Instead, your headline should help you stand out. The best headlines are short, memorable snapshots that convey who you are in a professional context. Check out [this article](#) for some tips on developing an effective headline.

Your Summary is a Story

View the About section of your LinkedIn profile as your virtual response to the common interview question “So, tell me about yourself...”. Take advantage of the opportunity to give others a glimpse of your personality while also summarizing your professional aspirations/experiences and academic credentials. Check out [this article](#) for some tips on how to develop an effective About section.

Showcase All your Experience

LinkedIn is all about networking and “All-Star” profiles create more potential networking opportunities because of the diverse array of experiences listed. Consider all the experiences that you have including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what experiences you may share with another person. Include things on LinkedIn that you couldn't fit on a 1 page resume!

Show off Your Education

Include information about all of the institutions you've attended and include your major(s), minor(s), and concentration(s). Highlight extracurricular activities, study abroad programs, and summer institutes. Show off your strong GPA, scholarships, or other academic awards.

Keep the "Featured" Section Fresh

Showcase the work that you are most proud of in your featured section. It is one of the first things that people will see on your profile so make sure that it is up to date. Consider including your academic projects, research publications, LinkedIn posts that you are mentioned in, or a link to an external resource like a personal webpage/blog.

List Your Skills

After inserting all your relevant information from your Experience and Education sections, insert all of the key transferable and technical skills that you possess in the Skills section. Listing them allows you to gain endorsements and is an easy way to help you stand out.

Go Public

Everyone has an online brand or presence whether they want to or not. LinkedIn has a very customizable visibility settings, but making sure your profile is public will ensure that is it one of the first things employers see if they Google your name curated professional depiction of you.

Customize Your LinkedIn URL

A custom LinkedIn URL is an easy way to separate your profile from other users. It makes your profile easier to find and more visually appealing to put on a resume or other application materials. Check out [this article](#) for a detailed explanation of the process.

Projects

Projects are a compelling way that you can demonstrate your ability to apply classroom learning to real-world challenges and work effectively in a team. Make sure to add research or class projects to your profile - especially those that are in content areas in line with your career goals.

Student Involvement & Organizations

Extracurricular activities such as student clubs and organizations are a great way to show initiative and highlight your passions outside the classroom. Listing them on your LinkedIn profile can lead to meaningful networking opportunities and will make a positive first impression on individuals who view your profile.

Use LinkedIn Learning!

While you're a St. Thomas student, you have access to LinkedIn Learning. The platform is full of mini-courses that you can use to up-skill and learn about topics of interest. As you complete courses, you can choose to get certificates and add them to your profile! This is a great way to show professional engagement and initiative.

Make your "Real World" Network Virtual

Networking doesn't usually mean reaching out to strangers right away. Networks grow naturally beginning with those you know and trust. Build your initial network but your LinkedIn network by connecting to friends, relatives, internship colleagues, and professionals you know in the "real world".

Get Personal

As you build your connections on LinkedIn, it is important to customize your connection requests with a friendly note. People are much more likely to accept your request if you remind them how you met and include a brief intro of who you are and why you'd like to connect.

Start Being a Follower

Follow employers and organizations you're interested in working for (or just learning more about), indicate causes you're passionate about. Follow your favorite sports teams and the University of St. Thomas. This will fill your news feed with interesting information, including job postings, that might come in handy, and can be fun and educational!

