THE PERFECT LINKEDIN PROFILE

PHOTO
Create a professional headshot that is appropriate and professional, or use a avatar.

APPELLATION
Include your IIDA appellation in your name.

CONTACT INFO
Consider what contact information you want to include on your profile. If you are going to list a phone number, make sure it’s professional and appropriate. If you have a personal email address that is simple to remember, add it to your email address field.

SUMMARY
Don’t leave this blank. Your summary is an opportunity to give the public a glimpse of what you bring to the table in your own words. Think of this section as a 30-second pitch about you: Who are you? What are your skills? What are your career goals?

EXPERIENCE
Go into detail about your past work and professional experience but be concise and avoid simply copying and pasting your resume. Focus on your actions and the impact you had on the company or position. Consider including a bulleted list of responsibilities.

EDUCATION
Complete the education section to connect with alumni and establish your experience in higher education.

SKILLS
Add any skills you think might be relevant to your experience and the job you are seeking. Endorsements will start rolling in once you make connections.

VOLUNTEER
Don’t underestimate the value of volunteer work! It is just as important as professional work experience.

ORGANIZATIONS
Include the organizations that you belong to as a member. They provide additional insight into who you are.

HONORS & AWARDS
Include any relevant honors and awards that will make you stand out.

PUBLICATIONS
Have you been published in your university newspaper, local magazine, or online blog? If so, add it to your profile to offer examples of your writing and/or design skill.

RECOMMENDATIONS
Ask for a recommendation from a former colleague, teacher, or mentor.

CONNECTIONS
Try to make at least 50 connections to get a base network. Make connections with fellow alumni, friends, family, former coworkers, and professionals in your industry. Joining and following groups is also a great way to make connections.

THINGS TO REMEMBER
Connections
Try to make at least 50 connections to get a base network. Make connections with fellow alumni, friends, family, former coworkers and professionals in your industry. Joining and following groups is also a great way to make connections.

Reach out
When trying to contact someone on LinkedIn that you may have only met briefly or not at all, try personalizing the invitation to connect including where you met them or what you may have in common.

Go Public
Have you made all of your profile public? Are recruiters and potential job contacts able to view your skills and experience on your LinkedIn profile?