

How to Create an Effective LinkedIn Account

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What is LinkedIn and Why is it Beneficial?

- LinkedIn is a social medium used to connect professionals with one another and with recruiters
- Why have a LinkedIn as a college student?
 - Recruiters can find you for jobs and internships
 - You can find industry professionals to connect and network with
 - You can connect and network with classmates, as they will be your colleagues and peers one day
 - It is a simple way for relevant industry professionals and students to see your professional highlights, much like an online resume

LinkedIn Photo

- Your LinkedIn photo must be professional; it is NOT a photo from one of your other social media accounts, such as Instagram or Facebook (no photos of you in nature, at a party or other non-professional backgrounds)
- Use a white background or blank wall, or something similar; your background needs to be as plain as possible
- Wear business professional or business casual attire: blazer if you have one, button-down shirt or blouse, minimal jewelry, minimal makeup, hair neatly and plainly styled
- Use portrait mode if shooting with a smart phone

Name

- Use your first and last name
 - If you have a nickname, it can be written in quotations in between your first and last name: Melissa “Mel” Hoon
- Customize your LinkedIn URL to reflect your first and last name as closely as possible

Subtitle

- The header under your name can read something along the lines of this:
 - Undergraduate biology student actively seeking internships in biotech
 - Formula: Undergraduate [insert major] student actively seeking [internship or part-/full-time position] in [field you're interested in; keep this general since you never know what opportunities you might find or might find you on LinkedIn]

LinkedIn Content

Fill in **EVERY** section:

- **“About” section:** You can copy and paste the summary sentence from your resume. Give a brief overview of your experience and tell employers what type of job or internship you’re looking for (general, not specific, so that you keep your options open if recruiters see your resume).
- **“Experience” section:** You can copy and paste from your resume. Be sure to include the position title, company, dates and bullet points. If you had to cut experience from your resume to make it one page, you can include that experience on your LinkedIn.
- **“Education” section:** DO NOT LIST YOUR HIGH SCHOOL. Be sure to list your university name, degree, major/s, minor if you have one and dates you’ve attended. In “Activities and Societies,” you can list student organizations such as BSSA, BioScholars or fraternities/sororities.
- **“Licenses and Certifications” section:** You can list any licenses and certifications you have here.

LinkedIn Content Continued

- **“Volunteer” section:** You can copy and paste from your resume. Be sure to include the position title, company, dates and bullet points. If you had to cut experience from your resume to make it one page, you can include that experience on your LinkedIn.
- **“Projects” section:** You can copy and paste from your resume. Be sure to include all of the information that’s in the Projects section of your resume onto your LinkedIn. You can list as many projects that you’d like.
- **“Skills” section:** List skills that are required by jobs and internships you’re interested in applying to.
- **“Accomplishments” section:**
 - **Courses:** List your relevant courses, including classes in your major
 - **Honors and Awards:** Including honors, such as summa cum laude, and scholarships (don’t include the monetary amount)
 - **Languages:** List what you’re fluent in
 - **Projects:** You can copy and paste from the Projects section of your resume. Be sure to include all of the information that’s in the Projects section of your resume onto your LinkedIn. You can list as many projects that you’d like.