# understanding how to create
# A LINKEDIN
# PROFILE in

LinkedIn is a way to network yourself on the internet, meet professionals, and form professional connections and relationships online. With a LinkedIn profile, your connections can learn about your past positions, education, experience, who you are, skills, accomplishments, and other professional social media channels.

## FEATURES

- Request and communicate with professional connections
- Provide and display recommendations
- Comment on (and "like") posts
- Participate in online discussions on professional topics
- Join groups (alumni, professional organizations, etc.)
- Follow companies
- Write and post articles
- Share personalized statuses
- Provide others with and display your skill endorsements
- Customize a "Pulse" channel

## SECTIONS

- Photo and headline (with key words)
- Summary (with key words)
- Education
- Experiences (links and uploads to files to display work)
- Courses
- Honors and Awards
- Volunteer Experience
- Languages
- Skills and Endorsements
- Recommendations

## Why Should Students and Alumni Use LinkedIn?

*Students and alumni can build and maintain a professional online presence, while connecting with alumni and other professionals. Student and alumni can also research companies and career paths and discover job opportunities.*

## LINKEDIN BY THE NUMBERS

- More than 500 million professionals are present on LinkedIn
- More than 3 million companies utilize LinkedIn
- More than 200 countries are represented on LinkedIn
- 70% of jobs are found through networking
- 85% say a positive online reputation influences hiring decisions

## GENERAL TIPS

- Use your LinkedIn profile to make a strong first impression
- Order the various sections to your preference
- Complete all fields – be thorough and consistent
- Update your profile regularly
- Make it public – customize alias
- Be active and have a strong online presence
- Establish and maintain relationships
    - Become LinkedIn connections with the professionals you already know
    - Follow up with professionals you have just met

Visit our website iup.edu/career to view career resources for more detailed information.

# LINKEDIN RUBRIC

Follow this rubric to create and maintain a strong LinkedIn profile.

| Profile Section | Basic | Advanced | All-Star |
|---|---|---|---|
| Photo & URL | ☐ No photo<br>☐ Cropped photo or "selfie"<br>☐ Default URL | ☐ Friendly/approachable appearance<br>☐ Neutral background<br>☐ Customized URL | ☐ Professional quality<br>☐ Business appropriate attire<br>☐ Customized URL |
| Headline | ☐ "Student at Indiana University of Pennsylvania" | ☐ Customized headline | ☐ Engaging headline<br>☐ Includes key words<br>☐ Reflects brand<br>☐ Summarizes ambition and/or career goals |
| Summary | ☐ No summary | ☐ Statement that is not a summary or repeats past employment experience | ☐ Connects previous experience with skill sets<br>☐ Conveys direction, passion, and goals<br>☐ Uses professional voice with industry key words |
| Skills Section | ☐ Less than 5<br>☐ Not endorsed | ☐ 5-10 with endorsements | ☐ 10 or more with endorsements |
| Experience | ☐ Job title and organization listed<br>☐ Non-relevant jobs included | ☐ Work history includes job title, organization name, dates and locations<br>☐ At least 3 bullet points per experience listed | ☐ Job title, organization name, dates, and locations are listed, and also includes bullet point description highlighting skills<br>☐ Links and uploads of prior work included |
| Additional Sections (Projects, Relevant Courses, Honors & Awards) | ☐ 1 additional section | ☐ 2-3 additional sections | ☐ 4+ sections used to showcase achievements (Projects, Relevant Courses, Honors & Awards, etc.) |
| Group Activity/Membership | ☐ No groups | ☐ IUP Alumni | ☐ IUP Career Development and Networking<br>☐ IUP Alumni<br>☐ Additional industry groups<br>☐ Active participation |
| Education | ☐ Schools listed | ☐ Major, Minor programs | ☐ Full education history with dates, degrees, GPA, activities |
| Number of Connections | ☐ Fewer than 25 | ☐ 25-74 | ☐ 75+ connections |
| Recommendations | ☐ None | ☐ 1 recommendation | ☐ 2+ recommendations from professors, co-workers, supervisors, or advisors |

Adapted from *LinkedIn Rubric* from Manhattan College Career Services