

Linked In Profiles

Resume Is Not Enough: Why Students Need Professional Online Profiles –

Holly Paul Aol Jobs. 9/5/11

If you are a student or recent grad who is looking to build your career prospects, setting up a professional profile and becoming active on LinkedIn are absolute musts. Here are the key reasons why.

Important People Are Googling You

LinkedIn profiles rank very highly in search results (almost always on the first page), so having a LinkedIn profile is like a business having a listing in the yellow pages: it shows that you are proactively taking part in the professional community..

A Resume Is No Longer Enough

In today's ultra-competitive job market, a good resume is not the only tool required to land a position. Online portfolios, blogs, Twitter feeds and other virtual tools are helping people present their credentials in new ways. To make sure that people find of all this supplemental information, be sure to include a link to your LinkedIn profile on your resumes, business cards and in your email signature.

Relationships Are Crucial To Your Career Success

Use social networks to build and maintain professional relationships. A LinkedIn presence facilitates networking, and the earlier you begin to network, the more robust your professional relationships will be throughout your career.

"I don't know anyone!" many students will protest to this advice, but this is another important reason to join LinkedIn. By uploading your online address book to LinkedIn, you will discover that you know more professionals than you might think. This includes family, friends, neighbors, former teachers, professionals, work and internship colleagues and many others.

Building A Global Profile

In the end, building a professional presence and growing your professional network on LinkedIn are great ways to declare to the world that you are here, you are ready to contribute and you are eager to make your mark in the world -- the online world and the real one.

Getting Started: Pick 5

- Create a profile to at least 60% completeness
- Upload a professional photo
- Include and detail at least 1 previous position (summer job, student worker position, part time)
- Find 3 people to connect with from previous job experiences
- Develop a solid summary and have it critiqued by a professional you trust
- Join at least 2 groups relevant to your interests
- Respond to at least 2 discussions in a group
- Insert your top, relevant skills
- Ask 2 of your connections for recommendations
- Write at least 2 recommendations
- Choose 5 people from your network to endorse for skills
- Choose two of your publications to post to your profile (blogs, articles - anything online)
- Ask at least one person in your network for an introduction in your field of interest

(MACCA 2012 - Reggie Leonard & Ryan Andrews, Liberty University)

Manage Your Online Reputation

1. **Google yourself.** (Bury any negative mentions with positive ones.)

2. **Set up profiles on Facebook, BranchOut – Facebook’s career networking site, LinkedIn, and Twitter.**

Search engines tend to rank their links high; you can use them to overshadow unflattering material.

(Some employers are including Facebook in their background searches for security clearances. They may ask for your password or even ask you to log in during the interview process. Don't be caught unaware and unprepared.)

3. **Update daily.** Having an active presence makes it easier for people (employers) to find you. Updated information usually moves to the head of the line.

4. **Claim your name.**

Visit godaddy.com and purchase all domains containing your name (yourname.com, yourname.me, etc.) Even if you're not planning to create a personal website, you'll prevent others from hijacking your results.

5. **Sign up for alerts.** When your name appears in a news article or blog post, google.com/alerts will let you know about it. Socialmention.com has alerts that will inform you when you popup in a tweet or are tagged in a photo on Flickr or Facebook.

6. Create an electronic portfolio of your work including:

- a. Supporting files of various formats (text, pictures, video, etc.)
- b. Evaluations, analysis and recommendations
- c. Examples of accomplishments and skills developed
- d. Writing samples, blog samples or a link
- e. Projects prepared for class or extracurricular activities
- f. Examples of creativity and performance
- g. Evidence of extracurricular activities, including examples of leadership

How to Build a Professional Student LinkedIn Profile

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile is a key differentiator in the job market. So let's get started...

1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as "Student, National University" or "Recent honors grad seeking marketing position." Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Display an appropriate photo

Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pics of your puppy don't fit in the professional environment of LinkedIn.

3. Show off your education

Be sure to include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won.

4. Develop a professional summary statement

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extra curriculars. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

5. Fill your "Specialties" section with keywords

"Specialties" is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly

A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness with LinkedIn Group badges

Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations

Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to "public" and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.

10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

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LINKEDIN CHECK LIST

SECTION	ITEM	Complete/ DONE	NOTES
ACCOUNT	Open		
	Brand Your Name		
	ZIP CODE		Choose your larger network
	Turn on privacy setting		you idle
	VANITY URL		Change or add 1s
ABOVE THE FOLD	Head shot - image 1		different industry
	Background - image 2		Where do you see yourself
	Headline 108 characters		pick up from experiences -
	characters		Prepare in word document
	Added Keywords		Look at LI job descriptions
	Digital/ized samples		linked or attached
	resume		
DASHBOARD			This is your activity
EXPERIENCES	Sections - Grab Logos		Prepare in word & cut and paste
	Order		You may have to reinput
EDUCATION	Domestic		
	International		
LICENSES & CERT	Grab LOGOs		
VOLUNTEER	Grab LOGOs		
SKILLS			
ENDORSEMENTS			
ACCOMPLISHMENTS			
INTERESTS			newspder