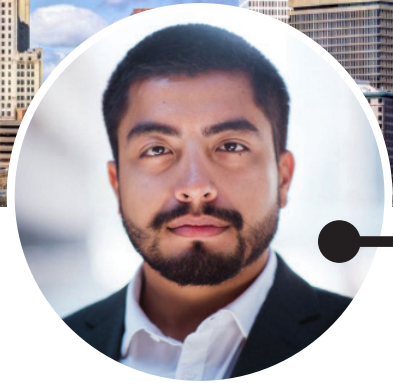


Written by Michelle López-Mullins, PR & Marketing Coordinator at the University of Maryland Career Center & The President's Promise. Adapted with permission for Roger Williams University.

Since its creation in May 2003, LinkedIn has changed the shape of recruiting. According to a 2015 study, 95% of recruiters use LinkedIn to source and vet candidates.

LinkedIn search results come from scanning the user's 1st, 2nd and 3rd degree connections for the search query. Recruiters often use trending, industry-specific keywords and phrases in their queries. Incorporating industry-specific keywords and phrases into your profile can increase your visibility. This is called **Search Engine Optimization (SEO)**. As you build your LinkedIn presence, remember that SEO is a major contributor to LinkedIn success. Check out even more helpful tips at www.University.LinkedIn.com.



John Smith

Workers' rights advocate seeking non-profit opportunities in Providence, RI | Graduated 20XX

Advocate Intern • United Auto Workers Union

Providence, RI • 386

I went into college with sights on a Law degree. By spring semester my sophomore year, I was planning meetings and holding discussions with fellow members of the RWU Law Organization. By my junior year, I was elected The Law Organization's President. My interest expanded onto a national level. This past summer I was involved with the United Auto Workers Union, helping broadcast social media messages and spreading awareness of auto workers' rights issues in five major cities. After graduation I want to dedicate my time to an opportunity that understands the value of public image and social media in their fight for quality working conditions for our nation's workforce.

I have spoken with hundreds of workers and employers from varying backgrounds in Providence, RI; Miami, FL; Canton, MS; and Atlanta, GA. During my Presidency in the Law Organization, I also spoke with decision-makers on multiple levels, both local and national media outlets, and rooms of 100+ engaged community members and activists.

I think Big. I keep calm in the face of a dozen microphones (or those who disagree). I'm all about the group AND the individual. I've been known to blast "Eye of the Tiger" before a rally or two.

Specialties: Event planning, policy, social media, grassroots marketing, Spanish.

Recommendations

Received (10) Given (6)



Ariel La
HR Specialist at National Institutes of Health
June 20XX, John worked with Ariel in the same group.

John was one of the most passionate and well-organized student leaders I encountered during my time advising student activists at Roger Williams University. He took project ideas and transformed them into amazing events that made a real difference in our campus community. It was a great honor to know and

PROFILE & COVER PHOTOS

Aim for photos that capture who you are professionally. Both images should be high quality, attention-grabbing, clean with good lighting, and relevant to your work. A cover photo is a great opportunity to show a photo of you in your element, whereas a profile photo is better as a headshot. Avoid group photos, extreme close ups, and selfies.

HEADLINE

Reinforce yourself with a professional and memorable slogan.

Search Engine Optimization (SEO)

Include keywords/phrases describing your skill sets and goals in terms that your industry's recruiters search. Trending topics fluctuate, so research relevant job postings for ideas of terms.

Suggested Formulas

Seeking [industry] position.
ex. "Currently seeking social media position."

[Major] major seeking opportunities in [location/industry] | Graduating from [University] in [Year].
ex. "English major seeking opportunities in Washington, D.C | Graduating from University of Maryland in 2018."

[Student affiliation] seeking [industry] position.
ex. "Honors student seeking human resources position."

SUMMARY

Support your headline with a personable and professional look into your experience and goals. Only 218 characters automatically display and the rest is hidden until the viewer clicks "See more." So, arrange your summary to display something that peaks the interest first.

Who Am I?

This shows in your words and tone. Rather than saying you are passionate, show your passion through word choice and examples of engagement. Are you witty? A huge comic book fan? Have a theme song? Sprinkling in some of your uniqueness offers recruiters a better idea of who they would be working alongside. However, use this sparingly, not at the expense of your professional image.

What Do I Want to Do?

What are your professional goals? How are you reaching for them? Discuss your experience and expertise, then state exactly what you want to do in your future workplace. It's good to know what you want and this helps recruiters determine if they are the right fit for you.

What Do I Bring to the Table?

Experience, personality and skills. Weave them through your summary and reinforce using keywords popular in your field. Remember to incorporate Search Engine Optimization. By the end of your statement, recruiters should have a feel for who you are, your level of experience, your ideal focus and your future goals.

RECOMMENDATIONS

Tap into your network for powerful testimonials. Ask for recommendations from those who really know you—such as supervisors, professors, teammates or those you've led—who can highlight what working with you is like and how you contributed to the organization or experience. Personalize your requests and be polite and gracious. Include a few words outlining accomplishments or qualities they might mention and ALWAYS send a thank-you afterward.

EXPERIENCE, PROJECTS, ETC.

Format these as you present them on your hardcopy resume. Include portfolios, photos and videos when they enhance understanding. For Honors & Awards, include 1-2 sentences explaining criterion and how/why you were selected. In the Skills & Endorsements section, choose self-descriptive keywords used by professionals in the industry. For example, in PR/Marketing, "event planning," "social media" and "public speaking" are fitting.

CONNECTIONS

Build your professional network. To start, sync email contacts to create a list of "Suggested" connections. Connect to those you're comfortable associating with professionally. Great additions include classmates, those you've worked with, professors, and friends and coworkers of your parents.

Etiquette

When requesting to connect, do NOT send the generic message. It offers little to no context and may cause recipients to think you're fishing for superficial connections. If someone hasn't accepted after a few weeks, it's okay to follow up. If that doesn't work, move on to more interested, responsive users.

Groups

Active memberships in relevant groups show your interest in the field, gives you a place to discuss trends, and expand your network.

Asking for an Introduction

Message a contact that can introduce you. Clarify why you're asking in case your contact forwards your message on to the person.