

LinkedIn Profile Components

Photo

- You should have a professional photo of yourself, dressed in business casual or professional clothing.
- Avoid cropped photos with other people's arms, sweatshirts/casual clothes, party photos, etc.

Headline

- Your headline is a space used as a personal branding slogan. It is in your intro section, and it populates with your photo when people search for you.
- Tailor it to your audience/recruiters, so it's one of the first things people see when viewing your profile. We recommend making these catchy and not something like "Recent grad."

Some examples of headlines from LinkedIn articles include:

- "Honors student seeking marketing internship"
- "Engineer building game-changing consumer products"
- "Personal accountant and tax preparer with a customer-centric focus and recent CPA certification"
- "Social worker specializing in family dynamics and childhood development seeking entry-level counselor position"
- "Sales Associate: Saving companies time and money with automated expense reports"

Summary

- Here is your chance to write about yourself! You should write 3-5 complete sentences discussing your professional/academic goals, unique strengths, fields of interest, etc.
- Look at your peers and other connections to see examples. You can write in the first or third person.

Examples below:

- "Seeking entry level finance opportunities in fields of _____, _____, and _____."
- "Passionate about helping others and _____."
- "Skilled in collaboration, leadership, and customer relations."
- "Looking to make a positive difference and grow as a professional in my career path."
- "I'm currently pursuing a Bachelor of Science in _____ and my goal is to one day practice as a _____ and provides care to those individuals who are struggling with _____ and _____ disorders."
- "On campus, I am involved in _____ and _____. These organizations enhanced my leadership and _____ skills and strengthened my problem-solving skills."

Education

- Add the University at Albany, State University of New York with the degree and major listed.
- If you have degrees from other institutions, you can include those as well.

Experience

- You can list your positions here with or without bullet points detailing what you did.
 - Check the Office of Career and Professional Development's website for resume writing handouts.
- Add any other experiences to this section including part-time jobs, internships, etc.

Accomplishments

- You can list courses in this section that you have already completed that could be relevant to your field.

Connections

- You can be connected to peers, colleagues, administrators, staff, and faculty from the University at Albany.
- You should send a note introducing yourself to any connections you have not met in person.

Following

- You can follow companies that interest you so they're displayed on your profile.
- Be sure to follow the University at Albany State University of New York page to keep up with news and connect with alumni.

Skills

- You can list some technical and "soft" or additional skills you have and think would make you marketable.