



UF CAREER CONNECTIONS CENTER

LinkedIn Guide



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Building Your LinkedIn Profile

How to Build a Strong LinkedIn Profile



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Building Your LinkedIn Profile

LinkedIn is a virtual social media platform that allows you to connect and network with worldwide professionals and recruiters.

Photo

- Use a high quality photo looks professional
 - Do not use any cropped photos or selfies
- Schedule an appointment at the Career Connections Center to have a professional headshot taken

Summary & Headline

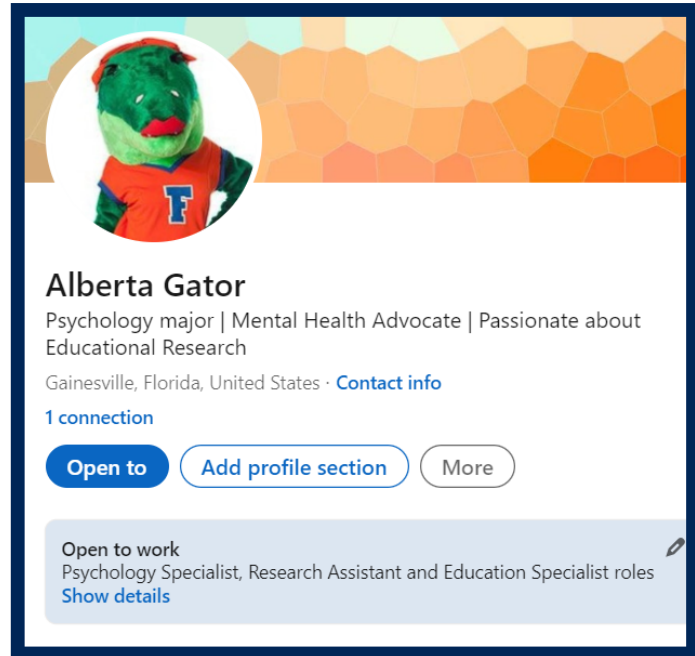
In your Summary section, you should:

- Include foundational human skills and technical skills that are needed for your field
- Show your personality and you as a professional (value add/what makes you different/your brand)
- Remember to include keywords
- Search for the best practices in your industry and what others are doing, and be inspired by that research when writing your own summary
- Quantify your experiences to show productivity and results (how often, how much, percentages, size, amount, etc.)

Option 1: Past, Present, Future Model

- **Past**- What was the "aha" moment that got you interested in your field?
- **Present**- What current skills, experiences and personal attributes have prepared you for your field?
- **Future**- What you are you seeking? What are your professional goals?

Option 2: Tell a short story with a call to action



About

I am an undergraduate student passionate about social and educational psychology with the goal to research and bring to light issues in the classroom as well as beneficial ways schools can conduct themselves. Currently, I am working on growing my professional skills in research and data analysis, writing, and expanding my psychological literacy. My goal is to earn my doctorate and contribute to research that highlights the importance of student-teacher interactions, the benefits of peer tutoring, and mental health activism in schools.

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Education

- Include university (University of Florida), degree, field of study, the year that you started and the year you will graduate, main activities and societies from your involvement experience
- You can display educational work in this section or consider creating a separate projects section.

Experience

- Expand on your work/involvement/leadership experience sections from your resume
- Expand on your work/involvement/leadership experience sections from your resume
- Elaborate and go deeper when describing your experiences on LinkedIn
- Include job/leadership title, company/organization name, key accomplishments, and dates worked/participated
- If you held a leadership position, be specific about what your responsibilities were and how they affected your organization
- Include 2 or more detailed bullet points about what you did/your impact on the company/organization (need to make in Word and copy and paste into LinkedIn)
- Quantify when possible (use numbers to highlight your accomplishments)
- If you have volunteer experience, you can also add that under the “volunteer experience” section
- If using bullet points, they should include action verb + how/what you did + results
- Focus on transferable skills in your industry
- Find transferable skills using task from job titles you searched on O*Net Online

Note: LinkedIn will automatically sort your experiences by latest (at the top) to earliest (at the bottom) experience

Education




University of Florida
Bachelor of Science in Psychology
Aug 2022 - May 2026

Activities and societies: UF Counseling and Wellness Center
AWARE Student Ambassadors
PRIDE Student Union
Psychology Club

Skills: Interpersonal Skills · Research Skills · Critical Thinking · Active Listening · Ethics

University of Florida



Part-time · 1 yr 1 mo
Gainesville, Florida, United States · On-site

- **Resident Assistant**
Aug 2022 - Present · 1 yr 1 mo
 - Enhance and maintain a sense of shared community in the residence hall by facilitating interactions, social activities, and events
 - Enforce policy and respond to crisis situations while supervising a residence hall housing 180 college students
- **Undergraduate Research Assistant**
Jan 2023 - Jul 2023 · 7 mos
 - Assisted on two projects of the Connection and Community Initiative within the University of Florida's Department of Psychology. Supervised under Dr. Campbell Jackson
 - Wrote literature reviews and conference proposals to stay active in the academic psychology community

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Other Sections to Consider

- Volunteering
- Projects (courses, organizations, or independent)
- Recommendations
- Study Abroad
- Skills and Endorsements
- Interests
- Courses
- Honors and Awards
- Languages
- Organizations/ Companies
- Groups
- Alumni Associations

LinkedIn Profile URL

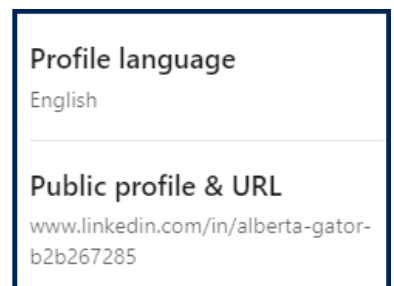
- Log in to your LinkedIn profile
- Click on LinkedIn profile
- On the top right-hand side, there will be an "Edit public profile & URL" section
- Click the pencil icon
- Edit the URL to be only your name or similar to your email (this creates a consistent professional brand)



Volunteering + ✎

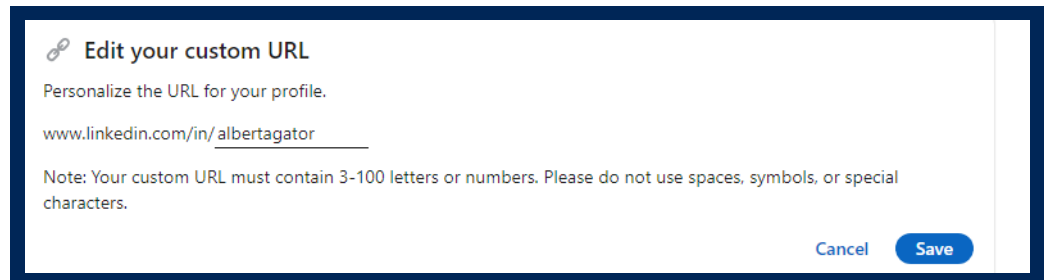
Student Volunteer
Child Advocacy Center of Gainesville
May 2023 - Present · 4 mos

- Monitor children as they wait for therapy appointments and demonstrates sensitivity and ability to work with diverse populations
- Maintain a safe, clean, and professional environment for the 100+ children attending therapy each week



Profile language
English

Public profile & URL
www.linkedin.com/in/alberta-gator-b2b267285



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/albertagator

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

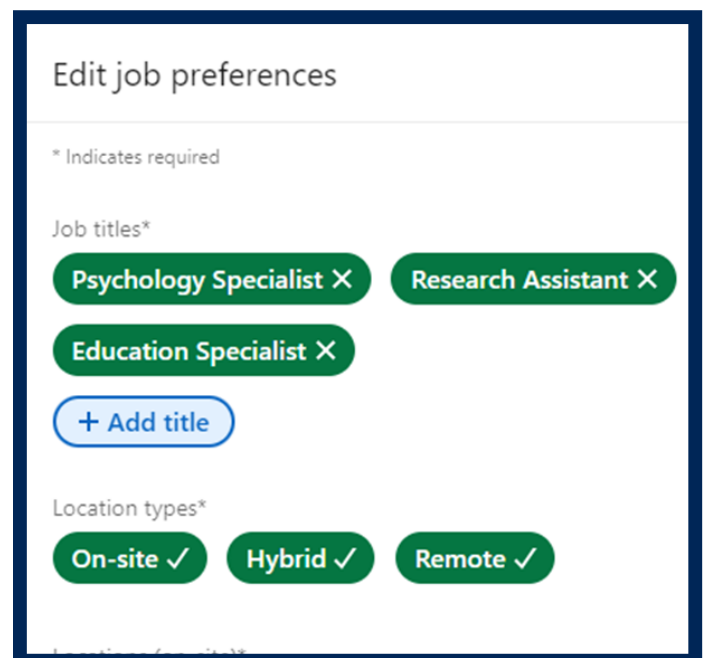
Cancel **Save**

Visibility Settings

Open to Add profile section More

Open to work ✎
Psychology Specialist, Research Assistant and Education Specialist roles
[Show details](#)

- Set Your Profile to "Open to Work"; This helps recruiters recognize that you are interested in new opportunities
- Add sample job titles, workplaces, job locations, start date, and job types
- Select if you want only recruiters to see this information or all LinkedIn users
- Ensure you save your settings update by clicking the save button



Edit job preferences

* Indicates required

Job titles*

Psychology Specialist ✕ Research Assistant ✕
Education Specialist ✕

+ Add title

Location types*

On-site ✓ Hybrid ✓ Remote ✓



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LinkedIn Jobs & Internships

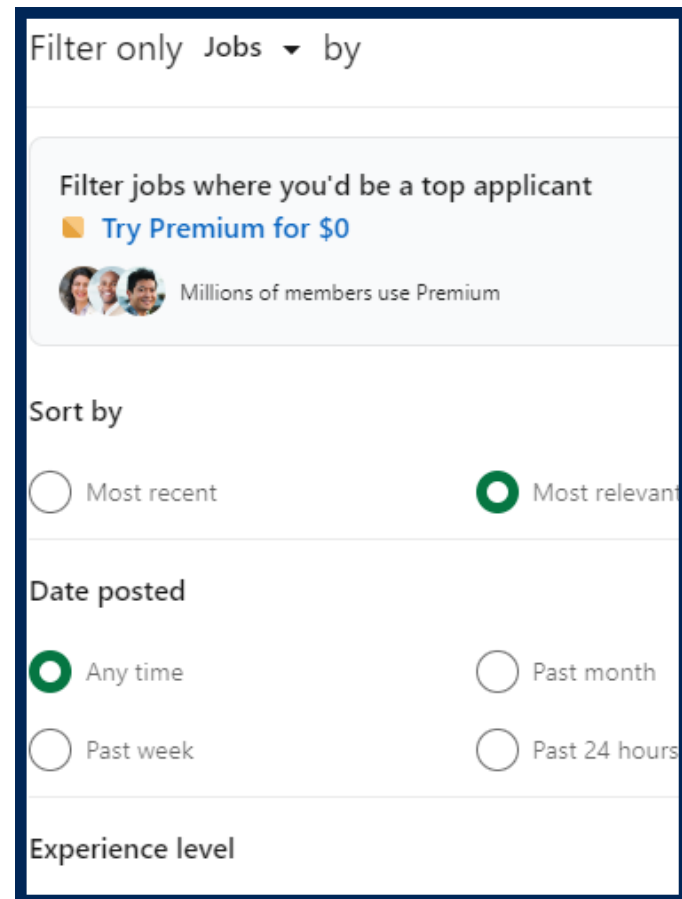
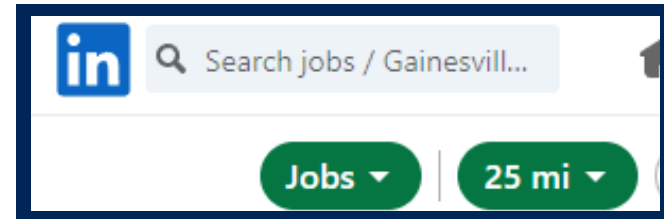
How to Search & Apply for Jobs/Internships



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Searching & Applying for Jobs & Internships

- Go to the search bar and search for a preferred role (ex. Software engineer internship, account manager, public policy internship, etc.)
- Make sure to include keywords such as "internship"
- Then click the job icon on the top to get job/internship postings
- **Filters:**
 - When the results appear, click on all filters
 - Set the filters to match the opportunities you are searching for
 - Do not forget to filter by location if it is applicable to you
- Understand and research your reasonable salary and location preferences
 - To receive notifications when new jobs are released with the title you searched, click the "set alert" toggle to "on"
- If you want to save a job to apply to later, click the ribbon icon next to the "Save" button

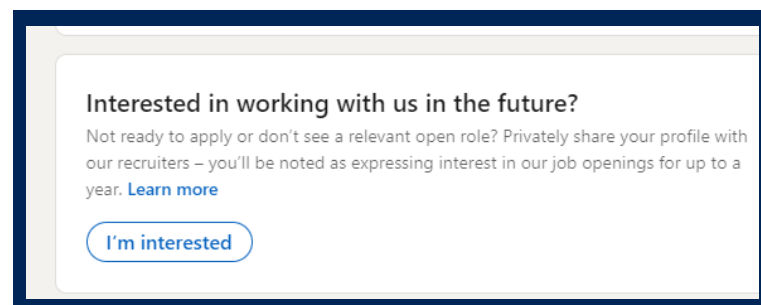


Helpful items on the jobs tab:

- Recommended jobs based on jobs you have already applied to and your listed experience/skills
- An interview prep tab which has common interview questions (you will need a premium account to access all the questions)
- Another way to find jobs/internships is by connecting directly to recruiters and employees in target organizations

Privately Express Interest in a Company

- Search for the company/organization of interest
- Click on the company's LinkedIn profile
- Click the about section
- Click on the "I'm Interested" button
- Clicking the "I'm interested" button allows recruiters at that company/organization to know you are interested in working there





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LinkedIn Communications:

Alumni Tool & How to Grow Your Network



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How To Connect

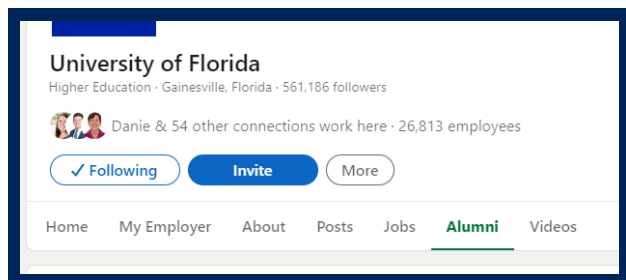
- Always send a note with your connection request. This greatly increases your chances of a successful connection.
- Your note should be personal and meaningful, yet short
- Remember to use a friendly and professional tone
- Thank the person for taking the time to talk to you (if applicable)
- Be concise with your word choice
- Keep language formal, but easy to understand

What to Say in Connection Messages

- Start with introducing yourself and share a point of connection (i.e. UF alumni; same industry; if you have talked to the recruiter before, mention what you talked about)
- Give a call to action for what you're looking for (i.e. I am hoping to to speak to you about...; questions regarding x, y z)
- Ensure you are time and calendar courteous to make it easier on a recruiter or individual to be able to respond
- Thank them for connecting/time/opportunity
- Add a sign-off such as "Sincerely" or "Best," followed by your name just like you would in a professional email

LinkedIn Alumni Tool

- Search "University of Florida"
- Click "University of Florida," then click the "Alumni" Tab
- Then search keywords relevant to your work including organizations they work for, job titles, etc.
- Once you populate a search, it displays the UF alumni that meet that criteria or have those keywords in their profile
- You can use this to connect and network with specific alumni

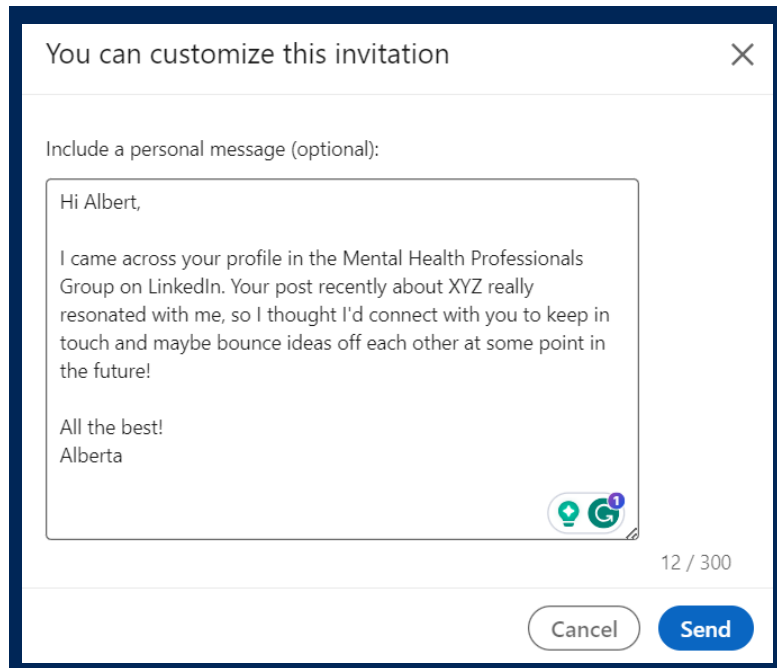


Example Messages

"My name is _____ and I am a _____ at the University of Florida studying _____. I very much enjoyed

_____."

"I'm reaching out because I see you've been working in _____ for _____ years, and I am looking to learn more about your career and the industry you are currently working in. I am currently exploring my options and would appreciate your perspective and any information you are willing to share. Thank you."





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LinkedIn Learning & Certifications



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LinkedIn Learning

- UF gives students the opportunity to earn some certifications from LinkedIn Learning for free. This resource is a great experiential learning opportunity for students to learn outside the classroom and upskill.
- You can find this link by searching “LinkedIn Learning UF”
 - <https://elearning.ufl.edu/supported-services/linkedin-learning/>
- Create/Sign in with your LinkedIn Account
- On the screen that says “Continue to the University of Florida LinkedIn Learning Account” click the blue box that says “Continue to the University of Florida”
- Login with your UF credentials

How to Complete Certifications

- Select the browse button in the top left corner of the screen
- Select the Certifications button
- From there, you can click on either professional certifications and/or certification preparation and save the topics that interest you

Adding LinkedIn Learning & Certifications to Your Profile

- Upon completion of a course, a "congratulations" screen will appear
- Click “Add to Profile”
- The check box next to “Add to LinkedIn profile under Licenses and Certifications”
- Option to check box next to “Share with Network”

Already Completed Certifications

- Open LinkedIn Learning
- Click the “Me” drop-down menu under your profile picture in the top right corner
- Click “My Library”
- Click “Learning History”
- Choose the course and add it to your profile

