LinkedIn is a great tool for networking with peers, searching for jobs, updating your employment status, and staying up to date on industries and people of interest.

**PROFILE APPEARANCE**
- Profile looks professional and organized
- Profile picture is a professional, headshot photo
- First and last name are displayed at the top of the page
- A simple and professional cover photo has been added
- Includes information for each category to complete profile

**IMPORTANT COMPONENTS TO INCLUDE**
- Headline is current employment or education status (e.g. Junior in the UW College of Business)
- Includes current location in order for job recommendations to be relevant
- Contact information (phone number or email) has been added
- OPTIONAL: personal pronouns and name pronunciation have been added if desired

**MAKING CONNECTIONS**
- Peers have been connected with (e.g. classmates and co workers)
- Superiors have been connected with (e.g. supervisors and professors)
- Network with people in your industry to make professional connections

**EXPERIENCE SECTION**
- Current positions listed first; others listed in reverse, chronological order
- Includes job title, employer, time period worked, location, and description
- Description is sentences describing job situation, responsibilities, actions taken, and results of the employment (Use PAR)
- Soft skills are demonstrated by describing past job duties

**EDUCATION SECTION**
- Includes the university and college you attend (this helps others at the university connect with you)
- Degree, minors or concentrations, and cumulative GPA if above 3.0 are listed
- Lists any clubs, groups, and extracurriculars

**SKILLS AND ENDORSEMENTS**
- Relevant hard and soft skills have been listed
- Peers and superiors have been asked to endorse any appropriate skills
- Skill assessments have been taken and added to profile
HELPFUL LINKEDIN TIPS

- Search through other social medias to find people to connect with
- Follow companies you are interested in to get updates and see their posts
- Find companies and subjects that interest you
- Check your LinkedIn profile regularly to see new connections, check messages, job search, and get industry updates
- Customize your LinkedIn URL by clicking Edit Public Profile & URL in your profile
- Any major projects you have worked on are featured on your profile

NEED HELP WITH YOUR LINKEDIN PROFILE?

- Make an appointment with a Career Peer in the COB Student Success Center on Navigate

Questions or clarifications?
Email us: success@uwyo.edu