

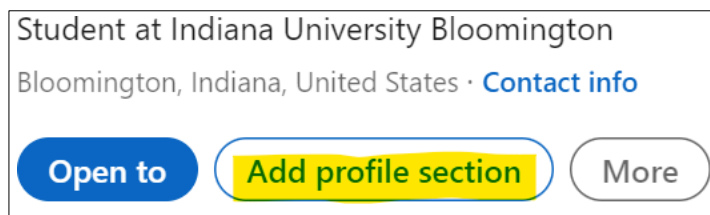


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BUILDING YOUR PROFILE

Step 1: Go to LinkedIn and Create a Profile (Basic accounts are free)

1. Go to [LinkedIn](#) to create an account.
2. Click on "Add profile section" (see screenshot) to build or update your profile and follow the instructions below.



Step 2: Your First Impression

This is your opportunity to make a good first impression on those who view your profile. It must include:

1. **Professional profile picture** (get a professional-looking headshot: only you in the picture, no distracting backgrounds; headshots are offered by the Career Hub, check Handshake for upcoming O'Neill Headshot events)
2. **Headline** (describes your experience and/or what sort of work you want to do)
3. **Industry and Location** (location where you desire to work)
4. **Contact Information** (include Indiana University email address)
5. **Banner Photo** (Indiana University or Industry appropriate image)
6. **Name Pronunciation** (must be done on the mobile app)

Step 3: Your Summary

The About section (we call this your Summary) introduces you to new network contacts and potential employers in your own words. It must:

1. **Answer the mission you want to serve, how you serve that mission (what you do, or what you want to do), and how you do it well.**



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2. Describe your professional experience, VIPS, and professional goals.
3. Be concise, descriptive, well-written.

Step 4: Add/Update Your Experience

This section displays work and/or relevant experiences from your resume. Be strategic with this section; if something isn't work experience but is relevant to your industry/career pathway, you can include it here (involvement or leadership of student organizations for example). Note that you could choose to add those experiences in the Education, Volunteer, or Accomplishments. It must include:

- a. **Organization, location, title(s), and dates**
- b. **Bullet statements directly from your resume:**
 - i. **Start with strong action verbs**
 - ii. **Accomplishment focused (answer "so what?")**
 - iii. **Quantified when possible (provides numbers)**

Step 5: Education

List the degree(s) you are completing and/or have completed. This section must include:

- a. **School: Indiana University, Bloomington**
- b. **Degree:** Your O'Neill Degree: Bachelor of Science in Public Affairs OR Bachelor of Science in Environmental Science OR Bachelor of Arts in Environmental and Sustainability Studies OR Bachelor of Science in Healthcare Management and Policy OR Bachelor of Science in Arts Management
- c. **Field of Study:** Your O'Neill major(s): Arts Management; Environmental Science; Environmental and Sustainability Studies; Healthcare Management and Policy; Environmental Management; Human Resource Management; Law and Public Policy; Management; Nonprofit Leadership and Management; Public Management and Leadership
- e. **Start Year and End Year at O'Neill**



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f. **Optional:**

- i. Study Abroad
- ii. Another degree you have earned
- iii. Grade (GPA)
- iv. Activities and Societies
- v. Minors, Certifications

Step 6: Skills and Endorsements

In this section, think about skills relevant to the industry/type of work you are seeking. Look at job postings to determine what those skills are. *Include only skills that you have already acquired and feel confident in*; as you develop more experience this list will grow.

- a. **Add 3 – 5 skills** you possess and feel confident in
- b. **Optional:** Request endorsements and/or professional recommendations

Step 7: Accomplishments

This section can include Organizations, Honors & Awards, and Projects. If there is something on your resume that isn't in your profile yet, you can add it here. Be sure to consider if it is relevant to the industry/type of work you are seeking.

Step 8: Check Content and Edit

- a. Read your summary and review all your content. Be certain that there are no spelling mistakes, typos, incomplete sentences, or other editing mistakes.

Step 9: Review Privacy Settings

- a. Check your privacy settings under “Edit public profile & URL”
- b. Edit your personal URL (remove the string of numbers).



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- c. Edit Visibility – you *want* to be visible to recruiters and potential connections on LinkedIn. You of course have control over how much information you share on the platform, but know that not being visible will hurt your ability to connect with people in your desired field. We suggest:
 - i. Turn “On” your profile’s public visibility
 - ii. Make all information (photo, headline, summary, experience, etc.) public. Click on the slider that says “Show/Hide” to create visibility based on your preferences.

Step 10: Your personalized LinkedIn URL

- a. Provide your personalized URL so your Instructor and GA can easily find your profile.