

## FIRST STEPS

- ✓ Reflect on your experiences by consulting your résumé or curriculum vitae.
- ✓ View the Mizzou Student Sample LinkedIn profiles to get a sense of what to include.
- ✓ Brainstorm those in your personal and professional network for initial connections.

## CREATING A PROFESSIONAL PROFILE: 5 MUST HAVES



**Headline:** Include a short tagline about yourself to let connections know more about you, your experience, and what you have to offer. Include industry related keywords. Start by creating a headline that is interesting and expresses interests and skills.

**Photo:** A profile with a photo is **11 times** more likely to be viewed than one without! Don't have professional photo? Attend a **LinkedIn Photo Day** hosted by the MU Career Center for a **FREE** headshot, then upload it to your profile!

**Summary:** The first two lines are the most important because they are the only two lines that show on a public profile without hitting the "see more" button. Highlight key accomplishments, talents, and skills. Be sure to mention opportunities you are seeking. You can start by reviewing industry keywords, your overall profile information, and summaries of your connections for inspiration. Ask a Career Specialist to review!

**Education:** Include your university, department, major, and any minors, emphasis areas, or concentrations.

**Experience:** Treat this section like an online résumé without the typical one-page limit! Use strong action verbs that reflect transferable skills by conveying what you did, how you did it, and why it matters.

## BUILDING YOUR PROFESSIONAL NETWORK

**Constantly make connections.** Start with peers, coworkers, faculty, and even family members. Personalize invitations to connect, especially when reaching out to professionals. Mention where you met or a topic you have in common. This personal touch will increase the odds they will accept your request.

**Accumulate recommendations.** Ask for recommendations from people who can attest to your skills. Reach out to peers and employers to talk about your experiences; you can even write a "draft" version of a recommendation to help remind them of the work they did for you, and to get them started writing it!

**Join and actively participate in groups.** LinkedIn has many groups to choose from; find a few that are applicable to you and contribute to discussions! Find Groups to join and much more by clicking on the Filtered/Advanced Search Bar (upper left-hand corner, magnifying glass) and going to the "Groups" tab.

**Be Consistently Active on LinkedIn.** The more you use your account, the more chances you will get noticed. Post your thoughts on articles and comment on others to stay visible.

## CREATE YOUR OWN CONSISTENT BRAND


**Use what you have.** It doesn't have to be hard! Use the résumés you've already created to get started to keep your online image consistent.

**Own your media.** Visual content is eye catching and tells the story of your experiences. Upload presentations, projects and any other visual representation to display who you are and what you have done.


**Be positive.** What you say online reflects on you. **Never** post negative comments about people or past employers.

### MU CAREER CENTER

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 [career.missouri.edu](http://career.missouri.edu)

 [career@missouri.edu](mailto:career@missouri.edu)



## POSTING ON LINKEDIN

Posting on LinkedIn gives you the opportunity to showcase your experiences and to interact with employers. Students are often unsure what makes a good LinkedIn post – here are a few ideas:

**What to Post:** Scholarly articles, professional or industry-related Ted Talks, questions and topics that inspire productive conversations, how-to articles, professional wins (new job, promotion award, etc.)

**What NOT to Post:** Articles you haven't actually read (make sure to read the content, not just the title), sales pitches, too much personal information, topics that are likely to inspire controversial or unproductive dialogue.

## HELPFUL TOOLS FOR NAVIGATING LINKEDIN

LinkedIn is full of great resources to help students network. Here are a few key tools that can be useful:

**Finding Alumni:** To find Mizzou graduates at different companies around the world, search "University of Missouri-Columbia" in the Search Bar, and then click "See Alumni". From there, click on any of the listed topics (where they live, work etc.) that interest you, and scroll down to find Mizzou alumni there!

**Who's Viewed Your Profile:** See how much attention your profile is getting. This tool tracks who visits your profile and posts, and lets you know how you rank among your connections.

**Jobs:** LinkedIn has over 1 million entry-level jobs and over 500 million members who can help you network into the job you want. To begin, click on the "Jobs" tab. Based on your profile, LinkedIn will suggest jobs for you and also allows you to see your connections/alumni at different companies.

**Filtered Search:** Use this feature to help you search for connections, jobs, companies or groups.

## LINKEDIN: CREATING YOUR PROFESSIONAL SUMMARY

A summary is what employers see when they first view your profile. This section is often the hardest one to write! We recommend you begin by filling out other sections of your profile first, and then use these helpful tips to begin. Additionally, search for and view the three **Mizzou Student Sample Profiles** on LinkedIn for examples and ideas.

I am an undergraduate student at the University of Missouri pursuing a Bachelor of Science in Biochemistry and a minor in Chemistry. I am seeking internships and other experiential opportunities where I can contribute my skills and knowledge as I continue to progress in my educational career.

In my three years at the University of Missouri, I have worked in a research lab through the Biological Sciences Department, where I have developed skills in performing SDS-PAGE on a daily basis. The research lab has trained me well in documenting and reporting lab work coinciding with GMP. In addition, I have experience using an IR Spectroscope and analyzing IR Spectra through the chemistry laboratories required in my coursework.

As of now, I am interested in pursuing an experience at a large chemical company where I can use my background and skills to help with research that is being done on a large industrial scale.

Begin with an action plan statement that describes who you are and what you contribute, not just a title you hold.

Add a one-sentence statement about what you do, what you have to offer, or a problem you help solve.

Provide a statement or two about the talents, strengths, and skills you possess and what makes you unique.

What are you looking for exactly? Be specific! The more information and industry keywords you can include, the easier it will be for employers to seek you out.

### NEXT STEPS

- ✓ Come to the MU Career Center to have a career specialist review your profile, talk about your job search, and help with other job search materials such as your résumé and cover letter.
- ✓ Visit <https://career.missouri.edu> and click on the "Resources" Tab to visit [Mizzou Career Tools](#), where you can search our site for career guides, videos, links, infographics, and more!
- ✓ Visit <https://www.linkedin.com/salary/> to explore salaries by job title and location.