



In this project you will build your [LinkedIn Profile](#). If you already have a LinkedIn Profile, you will update and revise. A LinkedIn Profile is a way to showcase your experience and professional interests on Linked In – a social online platform that focuses on professional networking and career development. Currently there are over 675 million+ members.

A complete LinkedIn profile summarizes your professional experience to your connections, current and future employers, and recruiters. Through your profile, you can showcase your professional life, milestones, skills and interests. It enables you to network with people and professional organizations in your industry. This is a great way to stay up-to-date with latest developments.

Your profile is a powerful part of your personal brand. All registered LinkedIn users will be able to view it (unless you set it to private mode). You can also have a public profile that can be found by external search engines so even people who are not registered with LinkedIn can see it.

Your profile works two ways for your personal branding:

1. **INBOUND:** People find you! Because your profile stands out in search. They can message you, connect with you, or follow you.
2. **OUTBOUND:** You push out your voice, thoughts, and activities through posts, articles, videos, and comments to the feed.

Anything in BLUE is a “to-do” for this project.

### STEPS TO A GREAT PROFILE - Inbound:

#### Required Criteria for your LI Profile

1. **Add a photo** – Make sure you select a LinkedIn profile photo that truly represents you. It can be a professional headshot, but doesn't have to be. If you snap on your own, just make sure your photo is high-res, has good lighting, and just features you. LinkedIn has photo filters that you can use to polish your photo. Just click o the pencil to edit your photo.
2. **Add your industry** – Adding your industry is really important. Often, it's how others will

- find you and add you to their professional network. Click the pencil at the top of your profile where your headshot and name are and scroll down to edit or add your industry.
3. **Draft a compelling summary** – Your “elevator pitch” that is about 40+ words. It should include an introduction to you, and also highlight your accomplishments and aspirations. Keep it short and sweet, no need to list all your career accomplishments, you have an experience section for that. Feel free to highlight your unique talents and how you want to contribute.
  4. **Detail your work experience** – This is your opportunity to tell your professional story and talk about your accomplishments within each of the roles you’ve had—internships, fellowships, part-time experiences, pro bono, capstone projects, etc. Write it in short paragraph form rather than bullet points. You can use a couple of bullet points here and there, but the majority should read like a story, your professional story. If you’ve worked at a start-up company or smaller company that isn’t well know, give a brief introduction to the company before detailing your experience. Lastly, talk about what you did in your role, explaining the impact you had and the results you delivered or the change you created.
  5. **Add examples of your work** – Upload photos, presentations, and videos. Anything that visually enhances your profile makes it more dynamic. Adding rich media helps people connect to your experience. This doesn’t have to be content you own. For example, if you have a group project or a capstone project, you can use them in your profile.
  6. **Add volunteer experience** – Round out your professional identity to uniquely tell your story. Make sure you add your volunteer experience and give a quick 1 – 2 sentence description of what you do for that specific organization or cause. Almost all hiring managers say they view volunteer experience as equivalent to formal work experience.
  7. **Add skills & get endorsed** – Adding at least 5 or more skills can get you up 17X more profile views. Professionals aka recruiters commonly search key skills first, so it’s another great way to be found by your network. And your LinkedIn Learning Course Certificates posted on your profile, bump you to the top of the interview list. You are in full control of your skills. You choose what order they get displayed and who endorses you for what. Put them in the order of importance to the job you’re trying to get.
  8. **Request a recommendation** – If you don’t have them, request a recommendation from a colleague, teacher or mentor. Here are a few items to keep in mind when requesting a recommendation: ([minimum 1 recommendation](#))
    - Always customize your request. Make sure you let the person know what you want to be recommended for specifically (a project, an initiative you lead, etc)
    - When you make the request (especially when asking senior leaders) sometimes you can write the first pass to send to them. This helps to save time and gives them something to work with that they can make their own.
    - Choose people with who you have worked closely and who can provide specific examples of how your strengths, skills and experience show up.
  9. Don’t forget about . . .
    - **Location** – for discovering opportunities & connections in your area
    - **Education** – You can choose where in your profile it gets displayed.
    - **Publications – Exhibitions** – Add this section to your profile to feature all your great work.
    - **Accomplishments**- Industry honors, awards, travel, multiple languages, etc

## BUILDING YOUR BRAND - Outbound

Publishing content allows people to follow you and stay on top of what you say and post on LinkedIn.

Your published content becomes part of your profile, gets shared with your network and reaches the entire professional network.

1. **Updates** – Share links, articles, images, quotes, or anything else your followers might be interested in ([3 posts](#))
2. **Publishing** – Deeply explore topics that matter to you, then watch the comments to see your impact ([1 articles](#))
3. **Videos** – ([1 video](#))
4. **Join a group**: Penn State IST Alumni Society <https://www.linkedin.com/groups/36878/>
5. **Follow our IST Hashtags**: #ISTatPennState; #istintern; #istatwork

### Best practices for sharing updates:

- Share your authentic voice.
- Post frequently.
- Start a conversation or share your point of view.
- Include rich media to increase you engagement.
- Create an opportunity for reciprocity.
- Write a long form post (600 – 1,000 words).
- Track your progress by clicking on the “view stats” button within your published article to pull up analytics.

### Tips & Tricks:

As you add more details to your profile, you can track your progress from “Beginner” to “Intermediate” to “All-Start” using the Profile Strength bar.

- To add profile sections, click on the blue button – “Add profile section” – lots of choices & customizations here
- More button (top right) – Share profile via message, Save to PDF, & [Build a resume](#)
- Edit pubic profile & URL – so it shows up with your name & not a number and your privacy and public settings here.
- Add profile in another language
- The “Pencil” icon always means edit.
- You can record name pronunciation in intro using the mobile app. Wow!