

# THE COLLEGE STUDENT'S GUIDE TO CREATING A WINNING LINKEDIN PROFILE



University of Dayton  
Career Services



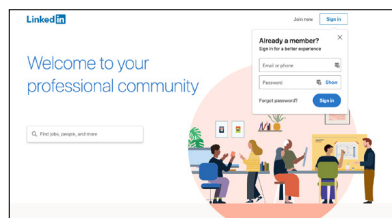
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## LINKEDIN IS NOW A NECESSITY

It's an indispensable component of the modern job search. LinkedIn provides the opportunity for students to highlight their strengths and accomplishments and catch the attention of employers and graduate school recruiters.

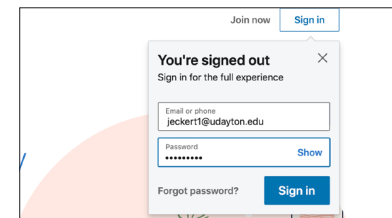
The effective use of LinkedIn isn't intuitive. In order to be competitive in the modern job market, students need to create a winning LinkedIn Profile that truly stands out.

## HERE ARE STEP-BY-STEP INSTRUCTIONS TO HELP YOU GET STARTED:



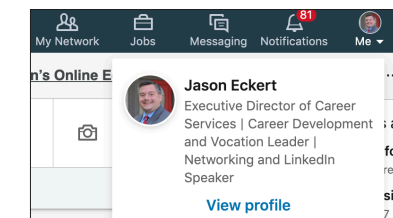
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Go to [www.linkedin.com](http://www.linkedin.com)  
Create an account



2

Log into your account



3

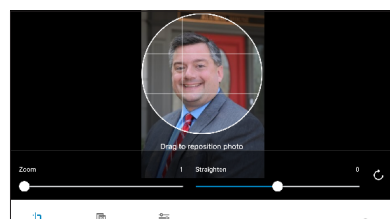
Click on "Me" tab  
Go to "View Profile"

## THREE ITEMS SHOW UP EVERYWHERE ON LINKEDIN:

1. Your Name
2. Your Profile Photo
3. Your LinkedIn Headline

### NAME

Use your first and last name only.

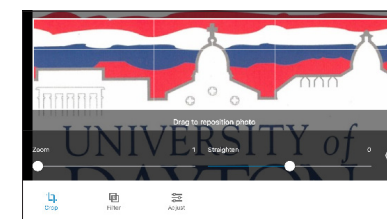


### PHOTO

Insert your headshot photo. When taking your headshot, dress as if you are going to a professional networking event in your industry. (Best if the background is neutral, not busy)

### HEADLINE

Treat this as your LinkedIn "Elevator Pitch" LinkedIn limits your headline to **220** characters. Discuss who you are and what you can do for a company. Make sure the wording is inviting, professional and sounds like you.



### BACKGROUND IMAGE

Add a horizontal background image that helps promote your personal brand image. Never use the default background provided by LinkedIn.

### ABOUT ME

More information about you, like the "summary" from your resume. Upload videos, presentations, links to blog posts or articles you've written. You can even upload your resume. Include your email address here.

### CAREER INTEREST

"Open Candidate"  
Allows recruiters to know that you are available, even if you have a job listed. Include desired job titles and locations.

### EXPERIENCE

Sync with your company logo. Use information from your resume.

### EDUCATION

Sync with your school. Include major accomplishments.

### SKILLS

Add the relevant skills right into your profile. Pin your top 3. Enter up to 50 skills.

### CUSTOM URL

You can personalize your URL to include your name.  
[www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)  
Include this address on your resume.