

LINKEDIN PROFILE BUILDING GUIDE

1. Choose a Profile Photo

- Neutral background
- Closely cropped on the face, from the shoulders up
- Be the only person in the picture
- Professional or business casual clothing
- Well-groomed
- Eye contact with camera

2. Add a Background Photo

- Defines your brand
- Avoid overly distracting
- Examples: Virginia Tech Campus, Landscapes, etc.

3. Add Your Headline

- Describes your current position
- Examples: "Intern at ABC Company", "Student at Virginia Tech"

4. Add Your Resume

- Include a copy of your resume for employers to easily download.

5. Summary

- Share a brief elevator pitch
- Communicate your availability and your job search status (if applicable)
- Briefly highlight your experience and skills

6. Highlight Work Experience

- Position, date, and details of your previous and/or current work experience
- Expand on your resume information
- Quantified, specific results!
- Include "buzzwords" for your experience that relate to your skills
- Significant course projects may also be a good fit for this section - format similar to work experience

7. Add Relevant Skills

- Select your skills from the LinkedIn database to highlight
- Endorse your friends/connections

8. Connect!

- Connect with your peers, professors, colleagues, and advisors!
- Send a note with your invitation to connect to introduce yourself or remind them how you are acquainted
- Accept invitations from others that you know - never feel pressure to accept invitations from strangers on the internet!

Using LinkedIn to Your Advantage at a Career Fair

Before the Career Fair

Update Your Profile:

- Summary: Write a concise and engaging summary that highlights your skills, experiences, and career aspirations.
- Experience and Education: Ensure all your experiences, internships, projects, and education details are up-to-date.

Research Companies and Recruiters:

- Identify Target Companies: Use the career fair's company list to identify the employers you're interested in.
- Follow Companies: Follow these companies on LinkedIn to stay updated on their news and job postings.
- Research Key Personnel: Look for recruiters, hiring managers, or employees who work at these companies. Take note of their names and roles.

During the Career Fair

Get Contacts:

- Names & Business Cards: Be sure to get the business card or take down the name of anyone that you spoke with when talking to a company at the career fair. This is a great way to expand your professional network and gives you the opportunity to participate in the post career fair follow ups!

After the Career Fair

Follow Up with Connections:

- Post About the Fair: Share a post about attending the career fair, expressing enthusiasm and tagging the companies or people you met.
- Follow Up: If you promised to send your resume or follow up, do so promptly through LinkedIn messages or email.
- Send Thank-You Notes: Send personalized thank-you messages to everyone you met, expressing appreciation for their time and reiterating your interest in their company.
- Engage with Their Content: Like, comment on, or share posts from your new connections to stay on their radar.

