

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!