# How to Build the Perfect LinkedIn Profile

## Picture
- Use a professional-like close-up shot of your smiling face
- Avoid boats, pets, girlfriend or mystery hands on your shoulder in your picture
- Tip: CMC offers professional headshots

## Experience
- Summarize your role and KEY contributions
- Avoid a resume-like breakdown of everything you have accomplished

## Skills & Expertise
- List at least 10 of your core skills to setup others to endorse you
- Start to endorse others first to receive the return favor

## Education
- Expand on your degrees to tie in relevant keywords
- Stop listing your high school no matter how old you are

## Recommendations
- Secure as many as you can from current and past contacts
- Give direction and tell your recommenders what to say about you.

## URL
- Customize this URL to make it easily shareable and avoid those ugly numbers at the end of your profile
- Use your profile name

## Summary
- Humanize the story of YOU to say who you are and what you have done — and speak in the first person
- Include your email, Twitter handle and blog URL at the top of the summary area

## Publications
- List your blogs, papers and anything published

## Additional info
- List alternate ways for others to get in touch with you

## Honors & Awards
- List them!

## Table of LinkedIn Profile Sections

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<tr>
<th>Section</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Background</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Summary</strong></td>
<td>(2,000 characters)</td>
</tr>
<tr>
<td><strong>Experience</strong></td>
<td>(2,000 characters per pos.)</td>
</tr>
<tr>
<td><strong>Publications</strong></td>
<td>(2,000 characters)</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td>(50 skills, 61 characters)</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>(100 characters per school)</td>
</tr>
<tr>
<td><strong>Additional Info</strong></td>
<td>(1,000 characters)</td>
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<tr>
<td><strong>Honors &amp; Awards</strong></td>
<td>(1,000 characters)</td>
</tr>
<tr>
<td><strong>Recommendations</strong></td>
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</tbody>
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LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

Continued >>
**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren’t paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you’re best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don’t be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you’re most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who’ve worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Want more LinkedIn tips for students? Check out [students.linkedin.com](students.linkedin.com)
Explore Any Way You Want

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they’ve had. You can also narrow down by date range, what they studied, what they’re skilled at, and how you’re connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.

There's no better place to launch your career

And we can tell you where people who went to your school are and what they’re up to. Whether you’re a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.

The LinkedIn Alumni Tool

23k colleges and universities worldwide

A Career Planning Resource for Students Unlike Any Other

Gathered from the profiles of hundreds of millions of members, LinkedIn’s Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide – and build relationships that can help you along the way.
Choosing a college or graduate program?

Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you’re interested in, select a relevant field of study, and you’ll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

Planning your academic path?

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out ‘What they studied’ and ‘What they’re skilled at,’ for example. Learn from those who have gone before you.

Starting your job hunt?

Let’s say you have a specific company in mind you’d like to work for. Use the Alumni Tool to find graduates of your school – and with your major – who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students – reach out to them for an insider’s perspective. It’s a great way to get your foot in the door.

Get exploring

Get going at www.linkedin.com/alumni