



Building a Strong LinkedIn Profile

LinkedIn is one of the most effective tools for exploring careers, building professional networks, and connecting with recruiters. Unlike social media platforms, LinkedIn is designed for **professional storytelling**, which means showing who you are, what you're learning, and where you want to go. Recruiters use LinkedIn to find candidates, learn about students beyond their résumés, and identify future talent. A strong profile helps you get noticed and makes it easier for professionals to say "yes" when you reach out.

Invest Time in Building a Strong Profile

The more complete your profile is, the easier it is for recruiters and professionals to find you. LinkedIn actually tracks profile completeness and offers suggestions as you build.

Recruiters typically spend **seconds** scanning a profile, so your goal is to make your value clear quickly.

Key Areas to Focus On

- **Headline:** Write an intentional, descriptive headline (not just your major).
Example: Marketing Student | Social Media & Content Strategy
- **Profile Photo:** Use a clear, professional headshot. Look directly at the camera and dress appropriately for your industry.
- **"About" Section:** Introduce yourself, share your interests and strengths, and explain what you're working toward. Write in first person, keep paragraphs short, and make it easy to skim.
- **Tone:** Be warm and professional. You don't need years of experience—show curiosity, initiative, and readiness to learn.

Professional does not mean perfect. Recruiters expect student profiles to reflect coursework, projects, internships, and transferable skills.

Customize Your LinkedIn URL

A customized LinkedIn URL is easier to share on résumés, email signatures, and applications.

Goal: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)

You can edit this from your profile page by selecting "Edit public profile & URL."

Use Job Descriptions to Your Advantage

Recruiters often search LinkedIn using keywords from job descriptions.

- Review postings for roles you're interested in.
- Identify common skills, tools, and qualifications.
- Include those words naturally in your **headline, About section, experience, and skills**.

This helps your profile appear in searches and shows alignment with your target roles.

Quantify Your Experience (Even as a Student)

You may think you don't have accomplishments yet—but you do.

Where possible, show **impact and results**, such as:

- Projects completed
- Team size
- Responsibilities handled
- Outcomes achieved

Examples:

- "Collaborated with a 4-person team to develop a marketing plan for a local nonprofit."
- "Provided customer service to 50+ customers per shift."
- "Planned and promoted events for a 30-member student organization."

Highlight Your Current Role Thoughtfully

Recruiters often search by **current role or headline**.

Instead of creating misleading job titles, use your **headline** or descriptions to clarify your goals:

- *Finance Student | Aspiring Financial Analyst*
- *Computer Science Major | Software Development Projects*



Be honest, clear, and forward-looking.

Add Projects, Volunteer Work, and Skills

For students, these sections are essential.

Be sure to include:

- Academic or personal projects
- Volunteer experiences
- Certifications
- Languages
- Technical or transferable skills

Aim for **10–20 relevant skills**, especially those connected to your target career.

Showcase Your Work with Media

LinkedIn allows you to upload presentations, documents, links, photos, and videos.

Consider adding:

- Class presentations
- Portfolios or writing samples
- Design work or project summaries

These visual elements help recruiters quickly understand your abilities.

Build Your Network Strategically

Aim for at Least 50 Connections

Having fewer than 50 connections can make your profile appear inactive. Building a base of 50–100 connections signals engagement and openness to networking.

Start with:

- Classmates
- Faculty or staff
- Supervisors
- Internship or job colleagues
- Alumni

Customize Your Connection Requests

Whenever possible, include a short message explaining why you'd like to connect.

Examples:

- "I'm a student interested in your career path and would appreciate connecting."
- "It was great meeting you at the career fair—thank you for taking the time to speak with me."

Personalized messages increase acceptance rates and start conversations.

Use LinkedIn Groups and Alumni Networks

- Join groups related to your industry, major, or career interests.
- Use your university's **alumni tool** to find graduates working in roles or companies you're curious about.
- Alumni are often open to informational conversations with students.

Stay Active and Professional

Posting or sharing content weekly helps keep your profile visible.

Good things to share:

- Internship updates
- Career insights
- Articles related to your field
- Projects or achievements

Keep posts professional—LinkedIn is not the place for personal or casual updates.