

ONLINE BRANDING

LINKEDIN

Your LinkedIn profile is one of the most valuable pieces of online real estate you have when it comes to creating a professional brand with social media! As you seek an internship or job, you will be able to research industry-related people and employers who can help you develop and build your connections. Use LinkedIn to research, discover, and connect by creating a stellar profile, like this one....

FACEBOOK, INSTAGRAM, X, YOUTUBE

Employers often use these popular social media sites to learn more about you as a candidate. Make sure your profiles are professional and appropriate and reflect your brand in a positive manner. Ensure your privacy settings are up-to-date, and always be mindful of what information you share, like/retweet, and are tagged in. If in doubt, utilize the "View As" option to see how your profile would appear to future employers.

WWW.

A personal website can be a great resource for sharing your professional profile with employers, thus helping you stand out among other applicants. You can share your professional social media links, work/writing samples, and references to help you better connect with employers. Some free options include WordPress, Weebly, Squarespace, and Wix. You can share the link to your website on business cards and in your email signature.

LinkedIn Profile Checklist

- 1 Appear in Search Results:** Be sure to include industry-related key words in your summary and experiences to increase the chance that your profile is listed in search results.
- 2 Stand Out with a Background Photo:** Including a relevant and high-quality background photo can make your profile more memorable to recruiters. For best results, be sure your image is at least 1000 px X 425 px and is uploaded as a PNG, JPEG, or GIF.
- 3 Use a Professional Headshot:** Make a great first impression by ensuring your profile picture is professional. Best practices include wearing a suit, taking the photo in front of a simple background, and focusing on the shoulders, neck, and head. The photo should be 400 px X 400 px and uploaded as a PNG, JPEG, or GIF.
- 4 Use Your Full Name:** It's best to use the same name that appears on your resume. Avoid using nicknames, so you can ensure it's easy for recruiters to find you.
- 5 Make the Most of the Headline:** Don't use the default headline! An effective headline captures recruiters' attention by including who you are, what you currently do, and what you hope to do.
- 6 Share Your Location:** Be sure to include your location, so your profile will be viewable to recruiters who look for potential candidates by filtering by location.
- 7 Identify Contact Information:** Be sure to include how you would like recruiters to contact you. You can include a professional email address and/or phone number.
- 8 Personalize Your URL:** A personal URL will make it easier for others to find you. Common practice is to end the URL with your first and last name.
- 9 Write Your About Section:** You have 2,600 characters to emphasize your unique qualifications, knowledge of the field, and interest in the industry. Aim to complement your experiences and include media such as photos, presentations, links, and videos to show your achievements.



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BUILDING A LINKEDIN PROFILE



- 10 Publish Posts:** Want to stand out to recruiters? Engage in publishing posts! This will allow you to showcase your knowledge of the industry.
- 11 Share Detailed Experience:** List any current or past jobs, along with your roles and accomplishments at each. Aim to share the experience in a way that relates directly to the job you hope to get.
- 12 Share Your Education:** Be sure to include Texas Tech University and the Rawls College of Business. Also, make sure you write out your full degree name. Include your expected graduation date and list any scholarships, awards, and/or major accomplishments.
- 13 Emphasize Your Skills:** Add at least 20 key skills to your profile so your connections can endorse them. Endorsements help recruiters gain a better understanding of your strengths. Consider adding soft skills such as leadership, teamwork, and problem-solving, as well as more specific skills tailored to your ideal industry.
- 14 Share Your Coursework:** List the classes that show off the skills and interests you are most passionate about. You can also create a "Projects" section to highlight any specific classwork that directly relates to the industry you are interested in.
- 15 Speak to Volunteer Experience:** Recruiters value volunteer work. Include any organizations you volunteered for and how you helped them.
- 16 Ask for Recommendations:** Reach out to managers, professors, and classmates and ask them to write you a recommendation. This will provide extra credibility regarding your strengths and skills.
- 17 Connect with Others:** Aspire to have at least 500 connections. As you grow your connections, you will be able to unleash the power of networking with LinkedIn. Begin by connecting with the profiles that LinkedIn suggests you may know and let it grow from there.
- 18 Engage in Groups (Interests):** By joining relevant groups, you can connect and network with other like-minded individuals.

