

LEVERAGING LINKEDIN

A Complete Profile

Essential:

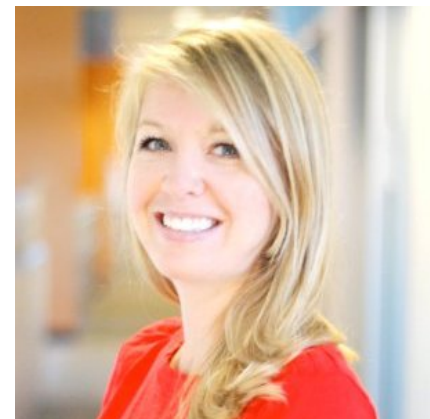
- Professional headshot
- Well-written headline (120 characters)
- Summary statement (2,000 characters)
- 3 Recommendations
- 150 Connections (at least)

Recommended:

- Company/Individual following
- Groups
- Volunteer Endeavors, Personal Interests
- Evidence of your work

Qualities of a Good Photo

- No hats, sunglasses or props
- Shoulders and above
- Recent photo (not more than 2 years old)
- Looking directly at the camera
- Use the same photo in all social media outlets



Your Heading

- You have 120 characters to capture their interest.
- What can you say to summarize who you are and what you're interested in?
- Use the location and field that you will be entering (a city you are moving to or a career you are studying)

Seeking HR Opportunities | Recruiter Intern at Express
Employment Professionals | SCSU Human Resources
Student

St. Cloud, Minnesota Area | Human Resources

Equity Research Analyst Intern at Piper Jaffray

Greater Minneapolis-St. Paul Area | Investment Management

Example Headline

- Aspiring CPA: Deploying Technology to Create Financial Reports That Anyone Can Understand
(91 Characters)
- Certified Sales Professional | Market Researcher | Big Data Analyst | Blogger and Social Media Diva
(100 characters)

Your Summary

- Similar to an elevator speech.
- What would you say to someone you have never met before?



Recommended Format

1. What excites you (professionally)?
2. What is an accomplishment that you are proud of, that reflects the essence of who you are?
3. What are you seeking? Resources, contacts, job opportunities, other?
4. How can/should people get in touch with you?

Example Summary (996 characters)

Patient-Centric | Elder Care | Nutrition and Wellness | Contact me at xxx-xxx-xxxx

I derive my greatest satisfaction from helping others. My effectiveness stems from my ability to listen, empathize and connect with people, assess their needs and help them live their lives to the fullest.

I think that is why I decide to pursue a career in health care management.

I will graduate in 2016 with a degree in nursing but in the meantime I am working in a part-time capacity for St. Benedicts Senior Care facility.

My role there is to help the elderly maintain their independence for as long as possible. I help them pay their bills, prepare their meals, help them dress and bathe and complete light housekeeping chores.

I know I am good at what I do because after only one year of working at St. Benedicts I have 20 loyal clients who ask for me by name.

My ultimate goal is to manage a senior care facility. I am seeking internship and volunteer opportunities to develop my professional skills. Please contact me!