Why Care About LinkedIn?
Only 15% of available jobs are advertised on the market, and the other 85% come from networking alone – that’s where LinkedIn comes in. You can grow and maintain your network and connect with individuals who may need your services in the future, and for whom you would want to work. LinkedIn also allows you to own the recruiting process by customizing your experiences and elaborating on your abilities beyond what your resume says. Creating a LinkedIn profile will be a long process at first, but the payout is worth the pain!

New to LinkedIn? Follow the steps below to create a stellar profile:

1. **Choose a Profile Picture**
   Choose a professional headshot of you wearing attire that matches the industry you are pursuing. Select a photo with a professional background that limits background noise. It may be a good idea to recruit a friend with a good camera to take this for you.

2. **Think of a Headline**
   What taglines would your industry want to hear? Use words that express your interest in the industry and the difference you want to make there.

3. **Create a Summary Statement**
   The first two lines show up automatically, so make them count! Use the statement to show your audience who you really are. Use your own voice and write in first person. Express enthusiasm, engagement with companies, and highlight your professional skills (problem-solving, creative abilities, etc.).

4. **Personalize Your URL**
   Customize your URL to something professional, and then put that URL on your resume!

5. **Connect with Contacts**
   Connect with at least 50 contacts like professors, friends, classmates, or anyone you think might help you in your career. You never know who knows whom!
Include details about previous jobs, volunteering, and education beyond what’s on your resume. Reviewing the profiles of individuals within your industry will give you a good idea of what the norms are and what keywords to include.

Notice the simplicity of this internship experience: a brief description of the company and the highlights. Consider including media of some of your successes!

**Detail Your Experience**

Notice the simplicity of this internship experience: a brief description of the company and the highlights. Consider including media of some of your successes!

**Other LinkedIn Perks**

Unlike the limited space you have on a resume, LinkedIn gives you virtually infinite space to write as much or as little detail as you want for your abilities and experience. Consider adding content to these recommended sections after you've tackled the basics:

**Skills & Endorsements:** Know someone who excels at a specific talent? Endorse their skills and they will be more inclined to endorse you in yours! Be sure to highlight the skills that you want highlighted instead of the clichés (like Microsoft Word).

**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.

**Education:** Starting with college, list all the educational experiences you’ve had – including summer programs.

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

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

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

**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.