



# LinkedIn Profile Essentials

## WHAT IS A LINKEDIN PROFILE?

[LinkedIn](#) can be used to network, build your online reputation, and search for jobs. A LinkedIn Profile includes descriptions of your internship, volunteer, and work experiences, like an online resume. Your LinkedIn Profile will also include information about your skills and education. Use your finalized resume (reviewed by the Office of Career Services) as a blueprint for your LinkedIn profile. One of the benefits of a LinkedIn profile is you are not as limited as a resume; you can include links to relevant information as well as expand on experiences and skills that you may not have room for on your resume.

**1. Profile Picture:** Use a picture that showcases your face and shoulders. A recent picture taken with a light background will work best (no watermarks).

**2. Background Photo:** A background photo can be used to show your interests.

**3. Headline:** Use your headline to share what you currently do and your future career goals.

**4. Choose a Network Area:** Your network area will default to your home zip code. Select an area near where you live or where you want to work.

**5. Customize Your URL:** (not pictured) LinkedIn provides you with a URL that will direct visitors to your public profile. You can customize this link by selecting, "Edit Your Public Profile" and then selecting the pen next to the words, "Edit Public Profile URL."

**6. Summary Statement:** Your LinkedIn summary should include information about who you are and your career goals.

The screenshot shows a LinkedIn profile for Tracy Jackson. Red boxes with numbers 1 through 6 highlight specific elements: 1. Profile picture, 2. Background photo, 3. Headline, 4. Location, 5. Education section, and 6. Summary section.

2

1

3

4

6

Tracy Jackson  
College senior majoring in biology - Interested in Sustainability & Environmental Community Planning in Charlotte, NC  
Charlotte, North Carolina

Virginia Military Institute  
Virginia Military Institute  
See contact info

Add profile section More...

As a senior cadet majoring in Biology at Virginia Military Institute, I am eager to pursue full-time employment related to my interests in environmental resource management, water ecosystems, and conservation.

During the last two summers, I have interned with the Virginia Wilderness Corporation (VWC). As a first year intern, I assisted the lead researchers with sampling and testing toxicity in microalgae specimens. During my second year as an intern, the VWC received a \$100,000 grant to assess the impact of construction and industry growth through the analysis of water and soil samples in the area. I was selected by VWC to lead a team of 10 first-year interns. I trained the interns on sampling techniques and methods that I learned during my first year. My second year as an intern provided me with an opportunity to apply my major coursework and my leadership training into the workplace.

I welcome the opportunity to connect and network with classmates, professionals, and others with similar interests to my own.

**7. Education:** Include colleges where you are currently enrolled or colleges where you earned a degree.

**8. Experience:** Use bullet points to expand on your experiences (like leadership positions, jobs, internships, etc.). Using bullet points will make it easier for employers/visitors to quickly read through your profile. Like your resume, remember RAT: results, accomplishments, time.

**9. Activities:** Include activities/clubs that you participated in during your educational program.

**10. Featured Skills and Endorsements:** Choose skills for which you would like to be endorsed for by your peers. LinkedIn will provide recommendations for areas to include. Focus on endorsement areas that you want to highlight.

**11. Accomplishments:**  
**Courses:** Select the most relevant and courses to highlight in this area for your profile.  
**Honors & Awards:** Include honors and awards you receive with a description.

The screenshot shows a LinkedIn profile page with the following sections and counts:

- Experience:** 8 items. Includes:
  - Career Ambassador, Office of Career Services at Virginia Military Institute (Aug 2017 – Present, 1 yr 3 mos). Responsibilities: Presents career related information to peers including resume writing workshops; Contacts recent graduates of VMI to update database for reports; Provides visitors with information about career resources offered; Composes blogs and content for cadet audiences.
  - Team Lead and Summer Intern at Virginia Wilderness, Inc. (May 2018 – Aug 2018, 4 mos). Responsibilities: Trained and supervised 10 interns; Prepared reports submitted to the program lead and grant provider; Developed protocols for collecting and evaluating soil and water samples; Created an intern handbook for the 2018 cohort.
  - Environmental Research Intern at Virginia Wilderness, Inc. (May 2017 – Aug 2017, 4 mos). Responsibilities: Created experiment related to algae in freshwater systems; Measured oxygen levels in various locations with different species of algae; Collected insect samples to understand which streams had healthy levels of oxygen.
- Education:** 7 items. Includes:
  - Bachelor's Degree, Biology, General at Virginia Military Institute (2015 – 2019). Concentration: Ecology, Conservation, and Organismal Sciences.
- Skills & Endorsements:** 10 items. Includes:
  - Research
  - Technical Writing
  - Water Resource Management
- Accomplishments:** 11 items. Includes:
  - 3 Courses: Aquatic Ecosystems, Biological Diversity and Systematics, General Biology II
  - 2 Honors & Awards: Beta Beta Beta Biology Honor Society, Phi Eta Sigma