



LinkedIn

How to start a stellar professional online presence

1. CREATE A PROFILE

- Go to linkedin.com
- Create a username and password
- Fill in required information to finish setting up profile

2. ADD PROFILE PICTURES

- Choose a profile picture that has a neutral background and where you are in professional clothes
- Do NOT crop another person out of a picture and use for your profile
 - Tip: Have a roommate or friend take a picture of you in your professional clothing with a neutral wall background!
- Include a picture as your background/cover photo
 - Tip: Include a picture of something you're interested in, but make sure it contributes positively to your professional brand

3. ADD INTRODUCTION

- Under the pencil icon
 - Add a clear, concise, and memorable headline that describes what you do
 - Add contact information (professional email, etc.)

4. ADD SUMMARY

- Under "Add profile section", "About", "Summary"
 - Include a few sentences about your education, interests, and experience

5. ADD BACKGROUND

- Under "Add profile section", "Background"
 - Include past work or internship experience with descriptions about your contributions
 - Include UIUC (if not already present) and previous schools you've attended
 - Include any certifications you have (Ex. Google Analytics)

6. ADD SKILLS

- Under "Add profile section", "Skills"
 - Add any skills that you feel you are advanced or proficient at
 - Ex. Data Analysis, Microsoft Word, Adaptability, etc.

7. ADD ACCOMPLISHMENTS

- Under "Add profile section", "Accomplishments"
 - Include pertinent coursework and projects, honors or awards (Ex. Dean's List), and organizations you are involved with on campus