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