



## Building a LinkedIn Profile

LinkedIn is the world's largest online professional network, used by 93% of recruiting companies to actively search for job applicants. Learn how to not only create a professional LinkedIn profile, but how to use the system effectively.

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### Building a Professional Profile

- 1. Maximize the Profile Headline**
  - “Slogan” for your professional brand that is concise but memorable
  - Examples: “Recent honors graduate seeking marketing position” or “Biology student, Gardner-Webb University”
- 2. Use a Professional Photograph**
  - This isn't Facebook. Use a quality and professional image of a headshot only.
- 3. Use your Education to your advantage**
  - Add details such as your major/minor
  - Highlight activities including study abroad, internships, etc.
  - Provide a short paragraph with additional details (can list more info here than in a resume)
- 4. Create a Summary Statement**
  - Provide a few paragraphs about your goals and qualifications. Bullet points or block paragraphs make for easy reading. Information can be less formal than a resume and in first person.
- 5. Keywords are Helpful**
  - Phrases or key words can be used to help hiring managers find your profile.
  - Use keywords in the “specialties” section and use job postings and other resources to find keywords that apply to you and appeal to your potential job.
- 6. Keep your status up-to-date**
  - Add information weekly about events, projects, or other news you share on “pulse.” It keeps you on the radar of other professionals.
- 7. Connect with Professionals and Groups**
  - Joining groups (and having those groups indicated on your profile) is attractive to employers. Check out professional organizations in your area of study.
- 8. Collect Recommendations**
  - LinkedIn allows you to display recommendations from professionals. Find a diverse range of individuals willing to share a reference.
- 9. Claim your URL**
  - Set your LinkedIn profile to “public” and claim your unique URL. This makes it easier to search for you and means you can add your URL to resumes and electronic signatures, etc.
- 10. Share Your Work**
  - Connect a professional blog, website, or other social network through LinkedIn.
  - Share a downloadable version of your resume or other information like PowerPoint.

## Using LinkedIn as a Job Search Tool

Over 80% of jobs are found in the “Hidden Job Market,” which refers to jobs gained through networking. Here are some ways to utilize LinkedIn for networking and actively seeking employment.

### 1. Utilize your Network

- Network with others in the area you are interested in and use their profile information to ask specific questions about his/her career journey.

### 2. Be Strategic with Reaching Out to Companies

- Target specific employers as a way to gain entry to new career opportunities.
- Find connections you already have with a company as your “in.”
- Study a company’s LinkedIn profile to gather data, find key people etc.
- Use information to tighten or adjust your own profile and personal brand.

### 3. Use LinkedIn to its Maximum Potential

- Use status updates to communicate professional information to your connections.
- Connect with a few LinkedIn groups and be an active participant (great for professional organizations in your field).
- Gain endorsements to show expertise in specific areas based on keywords (ex. Public Speaking). Hint: Endorsing others is a great way to start because they are likely to reciprocate the endorsement

### 4. Online Job Search

- LinkedIn has a great job search application where you can search, tag, save, and apply for jobs. Set the filtering tool for each search to specify information.
- Advanced job searches on LinkedIn can help you find the hiring manager for the listed job. Contact that person to develop rapport and gain more information. Hiring manager not listed? Search for other employees at the company to connect with to build a relationship.

### 5. Salary Tool

- LinkedIn has a salary feature that allows for researching job salary ranges by region.

*Information collected from [grads.linkedin.com](https://grads.linkedin.com) and “15 ways LinkedIn Can Supercharge your Job Search” by Cheryl Simpson*

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