

## Creating & Updating Your Profile

- Prepare:** Review your account settings and privacy to assess how others see your profile and activity
- Headshot:** Upload a photo of yourself in an interview suit with a professional background
- Name:** Match to the exact name listed on your resume and ensure consistency if using a middle name, middle initial, suffix, etc.
- Headline:** Write an impactful overview of your areas of interest, industry and skillset, all which are broader than your current job title
- About:** Build upon your headline to explain your present role, frame your past, highlight your successes and show your passion
- Experience:** Copy and paste from your resume, following content guidelines from our Resume Checklist for Experienced Villanovans
- Education:** Include relevant degrees, fields of study and any activities or societies
- Volunteer Experience:** Include to exemplify transferrable skills
- Skills:** Add a minimum of five skills related to the industry and jobs you are most interested in
- Accomplishments:** List certifications, patents, publications, honors and awards
- Public Profile URL:** Start by looking for the “Edit Public Profile & URL” button on the top right of your “View Profile” page. Customize for easy sharing, ideally [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)
- Finalize:** Ask a friend or mentor to review the final version with a fresh set of eyes
- Get Recognized:** Ask trusted colleagues and supervisors for meaningful recommendations

## Utilizing LinkedIn for Networking

- Build Your LinkedIn Network:** Proactively connect to current and past colleagues, professional association members and appropriate contacts within your network
- Interests:** Join groups to align with your goals and interests
- Stay Active:** Post, like and share professional content to enhance your visibility on the platform and build more opportunities to grow your network
- Connect:** Follow employers and influencers that strategically align with your career interests
- Remember:** A LinkedIn Premium account is not required to successfully utilize the platform