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
- **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