

Building Your LinkedIn Profile

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LinkedIn, with 160 million+ members, is a crucial networking resource and professional platform to increase your online presence.

Your Unique LinkedIn URL: After creating your profile, click “Edit your public profile” on the right side of your profile page. On the right side of the screen, you will see “Edit public profile URL.” Click on the blue pen beside URL, and edit it to resemble your name on LinkedIn. (ex: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))

- **Use Appropriate Profile Photo:** Use a professional headshot and background image.
- **Craft an Informative (and Innovative) Profile Headline:** This is a critical part, but **often overlooked**. When you first create your LinkedIn account, your headline is populated with your current job title and company name. **A successful LinkedIn headline should tell readers what your value proposition or your 'so what?' is. For Example:**
 - i. Social Media Consultant? **SO WHAT?** “I can show you how to master social media presence no matter what your niche is.”
 - ii. Coach? **SO WHAT?** “I can help you see bottlenecks in your business you are too close to home to see.”

The profile headline incorporates a Feature (who you are) and Benefit (what you do for others). For further guidance, take a look at [this](#).^[1] See some innovative LinkedIn Profile Headlines [here](#)^[2] and [here](#).^[3]

- **Develop a Professional, yet Personal Summary:** Your personality has to shine through. At first glance, your summary is not shown fully. Only 220 characters (desktop) and 92 characters (mobile) of your summary appears. Make sure you fit your must-read info upfront, and remember: teasers get people to read more. **Your summary should blend your personality, philosophy, accomplishments, and visions for the future.** Take a look at [this article](#)^[4] for detailed guidelines. Keep in mind, your summary will DEVELOP with your experiences. **Do not get anxious when you see the great summary examples – and do more than summarizing your experiences**, which are available just below.
- **Build Your Experiences:** Like your resume, list more than job duties. Talk about accomplishments. Also, showcase your work. Include different media files and/or URLs for people to see your expertise.
- **Update Status Regularly:** Posting updates helps you stay on your network’s radar and build your professional image. Mention projects, professional books or articles you are reading, or events you’re attending. Look at the feed of people in your network to see what they are posting.



- **Join Groups (National Clubs, Fraternities, Career Services):** You will be able to connect with alumni and other professionals in your field and/or others who can help you with different career related opportunities. Start with [Wabash LinkedIn Group](#)^[5] and [Career Services LinkedIn Group](#)^[6].
- **Lend a (Virtual) Hand:** Think about what you can do to help others. Comment on someone's status update, forward a job listing that fits the criteria of a friend/acquaintance, give endorsements and recommendations.
- **Collect Endorsements and Recommendations:** Your credibility and competence can be further enhanced through endorsements and recommendations. Think about what professors, employers, internship coordinators/mentors, and colleagues can say about you. And be respectful when asking.
- **Step Away from the Computer:** Online connections are meant to supplement in-person relationship building—not replace it. Set up phone calls, attend live events, and meet for coffee.

Footnotes:

^[1]<https://www.themuse.com/advice/how-to-make-your-linkedin-headline-way-more-effective-in-under-5-minutes>

^[2]<https://www.linkedin.com/in/jacobpactor/>

^[3]<http://linkhumans.com/blog/10-creative-linkedin-headline-examples>

^[4]<https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze>

^[5]<https://www.linkedin.com/school/21347/>

^[6]<https://www.linkedin.com/groups/2163952>