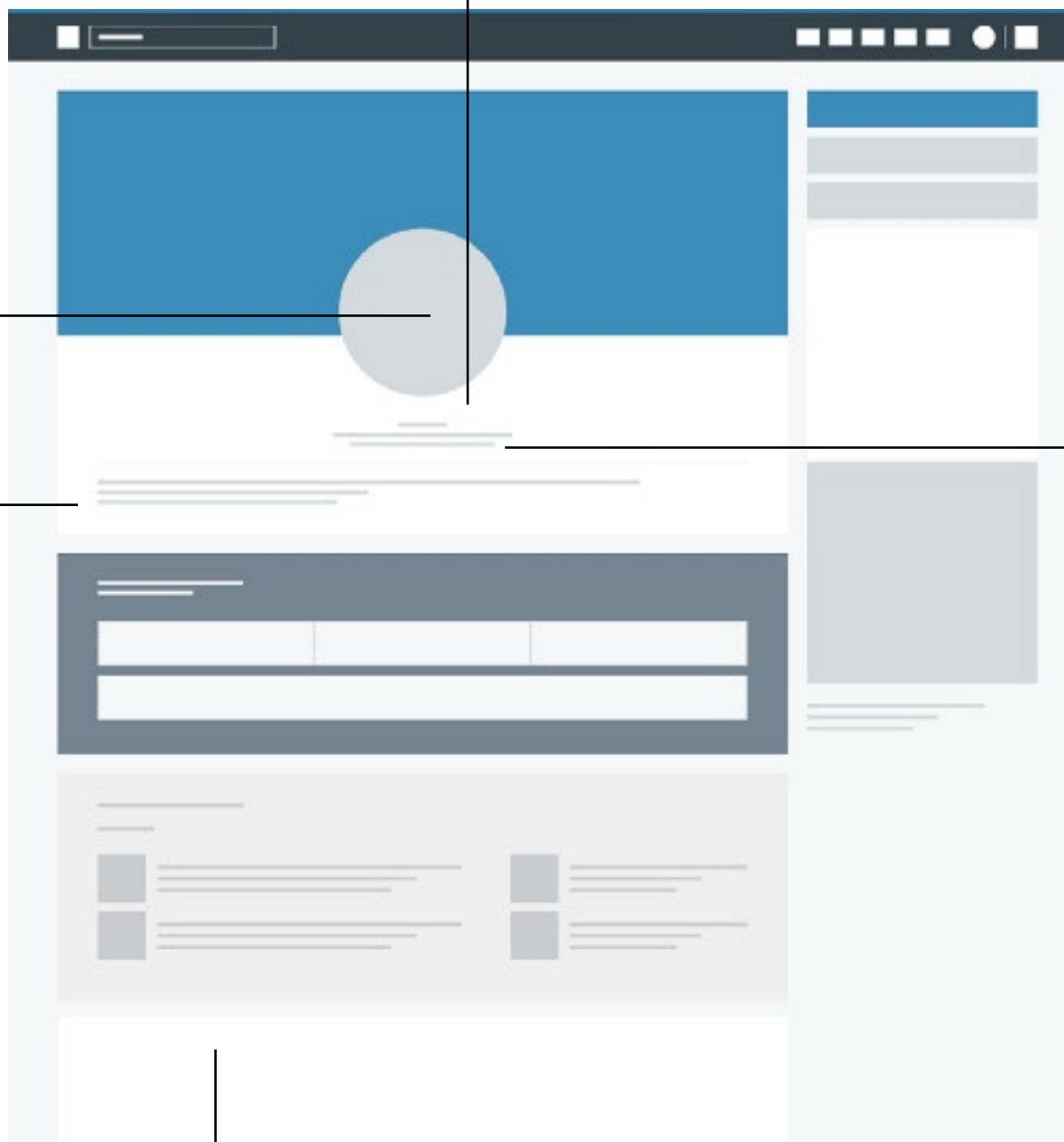


9 Steps to Build Your LinkedIn Profile

1. Profile Picture- Yes, you should have a profile picture. It should be a professional head shot in which your face takes up most of the frame! Neutral backgrounds, only you in the picture, and professional dress are all a great idea.

2. Name- Use your full first and last name. If you have a common name and use a middle initial or name, include this. If you go by a name that is not your full name, indicate that with quotation marks around the name you go by. Do not include nicknames here.

3. Headline- Use this highly visible 120 character section to identify the industry you are in and your role. Alternatives are to identify that you are seeking a specific type of role or a student pursuing a degree. Be succinct but include key terms!



4. Summary- Highlight the best of your experience here through sharing accomplishments and skills. Include links and media to tell your story. Let future employers and your network know the most important information about you.

5. Experience- Include at least the work experiences you list on your resume- you can share more! Using 1st person is ok, unlike your resume. Volunteer, student organization, and other experiences can be included here as well. Have at least 1 "current".

6. Education- Provide accurate information about your school and degree. All degrees are listed on the Belk College website. If your GPA is over 3.0, include that. If you studied abroad, this should be shared here. Finally, indicate your month/year of graduation.

7. Skills- Add up to 50 skills that you possess from your experiences. Include technical skills and industry-relevant skills you have developed in work, class, and independent projects. Your connections will have the opportunity to validate your skills.

8. Connections- Connect with people who you can learn from, share information with, and stay in contact with. Build your connections from class, networking events, jobs and previous jobs, and your personal network.

9. Groups- Join groups that are relevant to your industry interests to increase your opportunities to network. Look for groups from organizations you are a part of. Join the Belk College of Business group- a great way to connect with 5,000+ alumni & students.

