12 Keys to a Professional Linked In Profile

1. Upload a professional picture.
   a. Post an appropriate picture with good resolution and a simple background (nature, blank wall). Appropriate attire means business dress- no bare shoulders or too much “skin”, sunglasses, baseball hats, cropped pictures that were clearly taken from a group, etc.

2. Add a professional headline.
   a. The headline gives yourself a professional “identity” and represents your personal brand. Include year of anticipated graduation, current position, etc. “Wine Business Student, 2016”. If you’re in your last semester, you might write “May ’16 Marketing Grad with Strong Customer Service Skills”.

   Jessica Bolton
   Marketing and Wine Business Student and Career Center Intern
   Rohnert Park, California | Marketing and Advertising

3. Update your contact info and customize your URL.

4. Write a short summary that portrays how you found your interest in your degree/career.
   a. Example: I am currently in my third year at Sonoma State University, pursuing a degree in Business Administration (Marketing and Wine Business). I work as an intern in the School of Business and Economics Career Center and enjoy working with my peers and business professionals. I have found an interest in Marketing, Wine Business and Graphic Design through the classes I have taken thus far and previously being editor-in-chief of my high school yearbook. I enjoy volunteering, running track, and learning new things. I am currently seeking a summer internship in the field of marketing and wine business. Please contact me at boltonj@sonoma.edu (Add your contact information as much as possible on your profile).
5. For each section in your work experience, list your responsibilities and accomplishments. Be consistent with your resume.
   a. Be honest, be specific, and quantify results (use numbers) as much as possible.
   b. You can copy job descriptions from your resume.
   c. Use bulleted points to present your information, not paragraphs.

6. Put your past or current education (college) information.
   a. Add all extra-curricular involvement (clubs, sports, Greek life, Mentor Program, etc.).
   b. Add graduation or expected graduation date.
   c. Add your degree and concentration.
   d. Add relevant courses to your major, not GE and pre-business courses.

7. For Additional Information, list your email again.

8. Add skills that your co-workers, friends, or family can endorse you for.

9. For Honors and Awards, list all of the awards you have received that are relevant.
   a. Include anything you received that has to do with your education, e.g. Dean’s List.

10. Add as many categories as possible that are applicable to you (Volunteer, Language, Organizations, Certifications, Courses, etc).
     These categories can be found at the top of the page when you are in the edit mode.

11. Join groups and follow companies to get relevant content.
a. Under the “interests” tab, follow special interest or professional groups and join companies you would like to work for or have done a case study on.

b. Follow our group ‘Sonoma State School of Business and Economics Students and Grads’ [https://www.linkedin.com/groups/956227](https://www.linkedin.com/groups/956227).

12. Reach out to others and connect with them to grow your network!

   a. This is a good way to get your personal brand out there. Connect with classmates, work colleagues, professors, and alumni. Use the “My Network” tab. And utilize the resources here including “find alumni”.