**Building a LinkedIn Profile for Career Success**

<https://www.youtube.com/watch?v=TO1G-GjV3j8&feature=youtu.be>

Slide 1 (0:00-0:07)

Building a LinkedIn Profile for Career Success

Manhattan College Center for Career Development

Slide 2 (0:07-1:21)

Getting Started: Creating a Strong LinkedIn Profile

* Professional Headshot
* Headline that reflects your professional experience
* Summary that is unique, and highlights your skill set and objectives
* Check your profile strength and fill in the gaps

*Sample profile*

About: I currently support both undergraduate and graduate students with their career and professional development, and placement in The O’Malley School of Business at Manhattan College.

Areas I have been able to build my expertise include:

1. Counseling and advising
2. Scheduling, assessment, and reporting
3. Event planning
4. Project management
5. Presentation and workshop delivery to small and large groups

Slide 3 (1:21-2:03)

Tip #1: Write a strong headline

* Shouldn’t be limited to your class year and major
* Try to market yourself with a headline that’s creative and concise
* Aim to pique the interest of recruiters and encourage them to look at your profile

*Sample headlines*

Career Strategist | Relationship Builder | Organizational Psychologist | Social Media Enthusiast

Incoming Intern at Exhale Enterprises||Accounting Student at Manhattan College

Chapter President at Public Relations Student Society of America (PRSSA)

Slide 4 (2:03-2:47)

Tip #2: Create an effective summary

* Does more than explain your day-to-day responsibilities, major, and class year
* Illustrates your work passions, key skills, and unique qualifications, while also adding some personality. Can include a personal anecdote. Typically 5-7 sentences

*Sample summary*

I am a public relations student at Manhattan College passionate about gaining industry experience. I have extensive background interning at public relations firms in a variety of different sectors, from nonprofit to beauty to lifestyle. I recently interned with J Public Relations, an agency that focuses on clients in the luxury travel and tourism sector.

I am also actively involved on campus, as I am on the executive boards of both my school’s chapter of PRSSA and our chapter of Sigma Delta Tau. In addition to this, I intern for the Marketing & Communications department at Manhattan College, and am a Peer Career Advisor in the Center for Career Development.

Slide 5 (2:47-4:13)

Tip #3: Fill out your profile entirely!

* Add experience, volunteerism, campus involvements, etc. You are not limited to one page here!
* Showcase your skills and qualifications by adding photos, videos, and presentations to your roles when applicable
* Add projects and honors/awards to your “Accomplishments” section
* Add certifications and skills

*Sample profile sections*

Intro

About

Featured

Background > Work experience (8 positions on your profile) > Education (3 schools on your profile) > Licenses & Certifications (1 entry on your profile) > Volunteer experience (1 volunteer experience on your profile)

Skills

Accomplishments

Additional information

Supported languages

Slide 6 (4:13-5:16)

Tip #4: Use the power of alumni!

* Use the Manhattan College Alumni page to identify graduates who work in your field and at companies you’re targeting: <https://www.linkedin.com/school/manhattan-college/alumni/>

Slide 7 (5:16-6:29)

Tip #5: Maintain a Visible Presence

* Like and comment on posts
* Share interesting and thought-provoking articles, photos, and videos relating to your profession (be sure to add intelligent comments when sharing)
* Add updates from your professional life, such as seminars, conferences, networking events, and volunteer work
* Maintain your connections by staying on top of your contacts
* Join professional groups and organizations, follow hashtags

*Sample activity*

Gabby! You and your optimism are positively essential.

Hansol Choi! (btw the page will be up again in a few day)

<liked a post>

Jimit, Equinix is so lucky to have you. You are every organization’s dream.

Slide 8 (6:29-7:53)

Tip #6: Take advantage of job search tools

* Fill out the “Career Interests” section, which lets recruiters know you’re open to being contacted
* Utilize the job search feature to find positions you like
* Turn on job alerts for specific positions, searches, and companies

Slide 9 (7:53-9:45)

Tip #7: Conduct Company and Industry Research

* Research companies that interest you and follow them so that you stay up-to-date with recent developments and open positions, as well as keep track of your connections that work there

Slide 10 (9:45-11:02)

Things to Keep in Mind!

* Fill out your profile completely, making sure to have a professional photo, an attention grabbing headline, and an interesting summary
* Remember that LinkedIn is a search engine: pay attention to the keywords that will get your profile noticed by the right people
* Share interesting stories, photos, and videos relevant to your profession, making sure to add an intelligent comment.
* LinkedIn is a great place to research companies so that when you do get that call back, you’ll be ready to rock the interview

Slide 11 (11:02-11:09)

Thank you!

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