

# YOUR LINKEDIN PROFILE

Employers use social media to target applicants and learn more about them. Make sure your social media presence is professional and targeted.



This can be a simple phone camera photo or a professional headshot. Be sure you are nicely dressed, alone in the photo, in front of a non-distracting background.

## FULL NAME

### Headline

Your headline is a short, memorable, professional slogan that highlights your skills and accomplishments as well as what you are seeking. Think of it as your thesis. "Student at Notre Dame" is not a strong headline because it does not promote your unique strengths.



University of Notre Dame



See contact info



See connections (#)

[Message](#) [More...](#)

### Summary

Your summary should be a concise, confident statement about your skills, qualifications, and goals. It should include information about your education and experience and build on your headline. Think of it as your introductory paragraph. It should be 3-6 sentences and written in the first person.



LinkedIn offers the option to upload your resume

### Experience

Treat this section as you would the Experience section on your resume. You should include any job (even part-time), internship, research, extracurricular/service, or leadership experience that is particularly relevant or significant. Include the names of the organizations, job titles, dates, and locations. Use bullet points or short paragraphs to describe your accomplishments.

### Education

List all your institutions of higher education, including study abroad and schools transferred from (if applicable). Include your degree, major(s), minor(s), concentration(s), GPA, and dates.



## THE MORE YOU KNOW

LinkedIn allows you to customize your profile by adding sections relevant to you, including Organizations, Volunteer Experience, Skills, Honors & Awards, Courses, Projects, and Recommendations. There is also a Profile Strength indicator to help you identify areas of your profile for improvement.