



Developing Your LinkedIn Profile

Set up your account on www.linkedin.com and complete the following sections:

1. **Profile:** *Include first and last names.*
2. **Customized LinkedIn URL:** *Make it easy for a recruiter to find you.*
(www.linkedin.com/help/linkedin/topics/6042/6054/87)
3. **Photo:** *Business attire without others in the photo. Set visibility settings to public view.*
(business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture)
4. **Headline/Tagline** (Located below photo and name): *Reflect your personal brand, summarizes ambition and catches attention.*
([LinkedIn Headline for STUDENTS!](#))
5. **About/Summary:** *Begin with the PROFILE/SUMMARY on your approved resume and edit it to be engaging and in first person. Convey your direction/ambition/passion while using keywords relevant to industry.*
(www.themuse.com/advice/4-key-elements-of-a-killer-linkedin-summary)
6. **Experience:** *Copied from approved resume including bullet points.*
7. **Education*:** *Copied from approved resume; includes full education history, along with city, state and correct, full name of degree and major; includes GPA if 3.0+.*

More resources: <https://university.linkedin.com/linkedin-for-students>

***Business Students must include: “Anisfield School of Business – AACSB Accredited”**