

Manage your online presence and jump start your professional networking using LinkedIn®. Think of your LinkedIn® profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online – recruiters, networking contacts, and graduate school admissions offers a strong LinkedIn® profile is a key differentiator in the job market.

Building a LinkedIn® Profile

- Photo.** Add a professional-looking profile photo to be seven times more likely to be found in searches.
- Headline.** Stand out with a keyword-rich headline that describes how you want to be known on LinkedIn®.
- Summary.** Write a brief summary describing your professional background and aspirations.
- Experience.** List all jobs you've held, along with brief descriptions of each role.
- Education.** Add all the schools and colleges you've attended.
- Skills/Expertise.** Add at least five key skills to your profile.
- Recommendations and Endorsements.** Get recommendations and endorsements from former colleagues, clients, managers, and classmates.
- URL.** Customize your profile URL and put it on your website, resume, email signature, and business cards to drive traffic to your LinkedIn® profile.

How to create an Effective Summary Statement

Step 1: First, what is your goal?

Prior to writing, think of your ultimate goal, then plant the seeds. This guides your audience towards taking action. If you're on the job hunt, your goal would be to get recruiters to look at your profile.

Step 2: Keep it brief.

Even though LinkedIn® gives you 2000 characters to play with, it only shows 220 of them on a desktop or 92 characters on a smart device. Make sure you fit your must-read info upfront, and remember: teasers get people to expand.

Step 3: 1st Person

Unlike your resume, LinkedIn® is all about telling people who you are in the first person.

Step 4: Include a call-to-action at the end.

Summary Statement Examples

Example 1 Describe your strengths

Landon's top 5 Strengths are Woo, Ideation, Connectedness, Maximizing, and Achieving. He doesn't have a career goal, but wants to use his strengths to set himself apart from others and gain ideas of possible options.

I'm a person who builds strong relationships with others, have a creative mind that finds connections and pulls disparate ideas together to make things and teams better than they are. I excel at accomplishing things that I set out to do and am interested in developing in a challenging career field and to connect with employers who value these kinds of attributes.

Example 2 Elevator Pitch

Yi Cheng is a Business Analytics major looking for a summer internship in the finance field.

Hard-charging University of Iowa junior studying business analytics and seeking opportunities to enter finance industry in an analytical role. I am seeking a summer internship in the heart of the Chicago area and would appreciate any leads toward that goal. Please feel free to connect with me!

Example 3 Tell them what you can do

Lauren has a strong interest in sustainability, along with her Biology degree.

I'm a senior at the University of Iowa who:

- Has strong writing skills
- Works effectively independently or within a small team
- Learns and understands scientific and technical information quickly
- Excels at solving problems related to sustainable use of materials.

I am looking for opportunities in the Midwest in a research or manufacturing facility to apply my skills. Please connect with me via LinkedIn® if you are interested.