

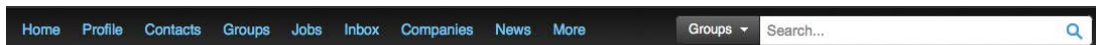


## 6 STEPS TO CREATING A PROFESSIONAL PROFILE

Did you know LinkedIn is one of the top 15 websites visited online in terms of traffic? Developing a strong profile is an instant way to develop visibility and credibility.

### 1. Getting Started.

Visit [LinkedIn.com](https://www.linkedin.com) and follow instructions to create and complete your profile. (This handout is designed to be used in tandem with the site...if you want additional suggestions, visit LinkedIn's [Student Learning Center](#) for tip sheets and video tutorials)



### 2. Create a Strong Headline

Go beyond saying you are a “Student at Dartmouth College” and share information that will interest other viewers – share your skills, area of study and goals in a few short phrases. Here’s an example from our former Intern Emily Fletcher ‘13.

Emily is a Neuroscience major. But she’s seeking her first job in Journalism. Her headline shows her potential audience both her interests, credentials and can-do attitude: “Aspiring Journalist. Tenacious Dartmouth Senior. Editor-in-Chief of the Dartmouth.” *Can you see how this headline might open more doors than “Dartmouth College Senior?”*



Creating a unique headline for your profile. Here are additional approaches you can use:

#### 1. By Dartmouth Class and Major. Leadership experience, interests and career goals.

Example: Dartmouth College '15. Anthropology major. Varsity rower. Award-winning trivia buff seeking internship in fact checking.

#### 2. By Current Experience.

Example: Winter Intern at All Write! Adult Literacy Program at Symphony Space, New York. Dartmouth College Sophomore.

### 3. Show Your Face: Upload a Picture

Employers and LinkedIn viewers are seven times more likely to click on profiles that have a picture. Most LinkedIn pictures are a small close-up of your face and (covered) shoulders. Profile pictures should be of you and *only* you – dressed in business casual or professional clothes.



#### 4. Claim Your Name: Customize Your Public Profile URL

LinkedIn gives you an opportunity to create a custom URL. This is a shortcut to your LinkedIn profile that can be used anywhere you care to share – in signature line of their email or on a business card.

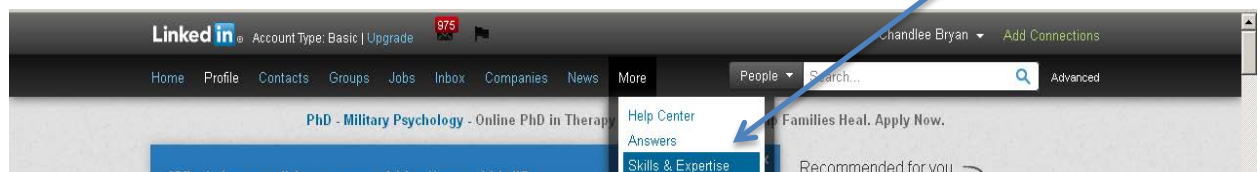


*You will be prompted to customize your public profile URL when you use the step-by-step guide to create your account, you can also edit it at any time using the option in the bottom left-hand corner of your profile heading.*



#### 5. Sell Your Skills

LinkedIn's Skills section provides you with an opportunity to highlight your skills. Click on "More" in the toolbar and select "Skills & Expertise"



Read the skill descriptions and review whether they are appropriate for you. *You can list up to 50 skills, but we recommend focusing on the skills that you feel are areas of personal strength – and that you'd like to use on the job or in the classroom.* Here are some common skills held by Dartmouth Students.

Analysis	Language (Specify)	Research
Communication	Microsoft Excel	Qualitative Research
Teamwork	Microsoft PowerPoint	Strategic Planning
InDesign	Quantitative	Writing

#### 6. Introduce Yourself

LinkedIn provides all users with the opportunity to create a 2,000 character summary. This is your chance to introduce yourself and your interests – in your own words.

While there's a long-standing rule never to use the 1<sup>st</sup> Person voice in your resume; LinkedIn is the perfect place to speak in a personal voice and say "I." Write your summary in a conversational voice that shares your skills, interests and career goals. Instead of saying what you're studying, say why you've chosen what to study and how you hope to use your skills in the future. Share your interests and curiosities – and willingness to speak to others about what you do. (The Center for Professional Development offers workshops to help you create your own summary as well.)

Here is Emily Fletcher's summary:

I'm currently a senior at Dartmouth College and the editor-in-chief of The Dartmouth, a daily student newspaper with a monthly readership of over 90,000 and a staff of 200. I've enjoyed working as editor-in-chief and am proud of my tenure, but I aspire to work as a reporter post-graduation.

Opening Summary

A friend once told me that I can tell mundane stories with enthusiasm and keep people engaged and interested. I like to think that this ability to create interest in the mundane is part of what makes me a good reporter. My favorite pieces that I've written for The Dartmouth include a profile of former College President Jim Yong Kim's leadership coach, an article about students who had been suspended for violating the academic honor code, and a feature about two alumni who travel the country editing typos and grammatical errors on signs and billboards. I can spend hours poring over records, tracking down sources and scraps of information and piecing together an interesting, engaging story.

What I Do Now,  
What I Want to Do

How I work,  
What I am proud of,  
skills I like to use.

At Dartmouth, I am majoring in anthropology and neuroscience. These subjects may appear to have little to do with one another, but in practice they intersect. Anthropology focuses on the origins of human culture and people as a collective group; neuroscience focuses on the development and mental functioning of the individual and how we think. I enjoy drawing upon the two disciplines to study and write about events and people – our motivations, how we work, what defines us and how we make decisions.

Study

What I study and  
why I chose it.  
How and what I  
am learning.

Outside of class and The Dartmouth, I have a passion for travel and living abroad. I spent fall of my junior year studying abroad in Delhi and Kolkata, and I have a long-term goal of returning to India to work in a public health or community development capacity as I continue my writing career.

The Open Door  
"Close"

For now, I'm interested in having conversations with journalists, anyone who has a story that they want told, and others interested in India. Feel free to contact me.

What's Next?

Invite others to start  
conversations and connect!

Once you've completed your summary, list your internship and work experience – including highlights of what you've done under the "Experience" section.

You can also use LinkedIn's Sections to add Special Projects, Languages, and Coursework. (You may be prompted to add GPA or test scores. If you don't want to share, leave the information out!)

Never reveal any information about a position or experience that isn't positive or that your past or present colleagues would not want shared. If in doubt, ask permission!