

# Career Services Assignment 1 – LinkedIn Setup

**Points possible:** 50

Category	Criteria	% of Grade
Completeness	All requirements of the assignment are complete.	100

**Instructions:** Follow the steps below to set up your LinkedIn account and optimize it for success. You can use the *Social Media Checklist* in the Career Services module to keep track of some of the steps you take for this assignment. The video *Setting Up Your Social Media* will help you with some of these steps as well.

1. If you do not already have a LinkedIn profile, create one. Make sure the email address you sign up with is professional (i.e. [tom.sawyer@hotmail.com](mailto:tom.sawyer@hotmail.com) rather than [bigdaddy227@hotmail.com](mailto:bigdaddy227@hotmail.com))
2. Personalize your URL. Read more about it [here](#).
3. Make your email address and phone number public to 1<sup>st</sup> level connections.
4. Upload a professional headshot.
5. Change your profile's background picture. You can find some free resources on [Canva](#).
6. Set your headline to "Software Developer".
7. Create a summary statement that introduces you, talks about what you do, outlines major accomplishments, and includes something personal.
8. Fill out your experience section using 1<sup>st</sup> person to refer to yourself.
9. Add your skills and technical skills you will learn in your program of study and then pin JavaScript, ReactJS, and Software Development.
10. Add Promineo Tech to your education.
11. Fill out any other sections with relevant information.
12. Connect to your instructors, classmates, alumni and follow Promineo Tech.
13. Read [How to Effectively Use LinkedIn in the Job Search](#) from the Career Services module.

**Write 3 things you learned from reading *How to Effectively Use LinkedIn in the Job Search***

Network, network, network! This is perhaps the biggest hurdle I'll have to overcome during this program. I've never been one that is big on networking and making connections, especially through digital media. As a former HR manager, I thoroughly understand the value that relationships can bring to the table during an active job hunt. I have hired individuals multiple times because, all things being equal, they already had an understanding of our work environment and philosophy because they had connected with someone whom I trusted and respected as an employee of our organization. The entire process flows much easier when it starts with a connection /relationship to the organization. I will have to do better at building out my connections and individual network while learning to leverage the tools available on LinkedIn.

Posting and contributing are also areas of weakness for me. I tend to be more of a "lurker" on social media sites. I will read the articles, watch the videos, and have an occasional laugh or two when the content is funny enough. However, I do not make it a practice to post regularly, on any platform. I also typically don't engage in commenting or other interactions within the posts. I'll read the comments out of curiosity mostly, but rarely post a comment of my own. I suppose I am going to have to change that habit as well. At 50 years old, I pre-date the internet by quite a few years. I still prefer the real interpersonal interaction, greetings with a firm handshake and face to face in person communications. But, I realize that times have changed and it may be time to get onboard the social media bandwagon.

**Attach Screenshots of Your Finished LinkedIn Profile Below**

