# Career Services Assignment 1 – LinkedIn Setup

**Points possible:** 50

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| --- | --- | --- |
| **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](https://www.linkedin.com/help/linkedin/answer/87/customize-your-public-profile-url?lang=en).
3. Make your email address and phone number public to 1st level connections.
4. Upload a professional headshot.
5. Change your profile’s background picture. You can find some free resources on [Canva](https://www.canva.com/search/templates?q=LinkedIn%20Banner&category=tACZCu4vaxs&doctype=TAENPj_Jo5k&designSpec=djE6dEFDWkN1NHZheHM6Z2xvYmFsLWxpbmtlZGluLWJhbm5lcg%3D%3D&width=1584&height=396).
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 1st 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*](https://learn.promineotech.com/mod/page/view.php?id=181)from the Career Services module.

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

1. The kind of people you want to connect with – instructors, people I know, tech colleges/programs (such as Promineo Tech alumni & GateWay community college).
2. The type of posts you should be making on LinkedIn and how regularly – 2-3 times a week about basically anything tech related. Challenges I’ve overcome, things I’m working on, interesting articles or the like. Making sure to tag people who are relevant to the posts at the same time. Such as tagging Brendan Letzt if I talk about the coding challenge we worked on today.
3. Contributing to the platform – such as (eventually) writing articles, posting/liking/commenting on other posts. Basically just being involved/friendly in general without having a “pls give job” vibe.

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

Graphical user interface

Description automatically generatedA picture containing graphical user interface

Description automatically generatedGraphical user interface, text, application, email

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