



Global Mentorship Initiative

*Guide to Creating  
Your LinkedIn  
Account*

[globalmentorship.org](http://globalmentorship.org)

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# The GMI Mission

GMI prepares college students around the world for their job search.

This is accomplished through a structured, short-term, online mentorship with a business professional.

GMI creates job opportunities for mentees through the GMI business network and corporate partners.



**GLOBAL  
IMPACT  
SOURCING  
COALITION**

Nonprofit 501(c)(3) organization



# *Why LinkedIn is so Important*

## **Use all the tools available to you**

- ✓ Build your professional network and connections
- ✓ Create a professional display of your academic and career accomplishments
- ✓ Find internships, jobs, and other professional opportunities
- ✓ Make it easier for companies, recruiters, and hiring managers to find you
- ✓ Research companies you are interested in working for
- ✓ Join groups and expand your professional knowledge

*You must have a professional LinkedIn profile before you graduate.*

# *Why LinkedIn is so Important*

**50%**

*of hiring managers will decide to proceed with your application based on your LinkedIn profile.*

**91%**

*of marketing executives list LinkedIn as the top place to find quality content.*

**94%**

*of recruiters say they use LinkedIn to find candidates.*

**100 million**

*members login every day*

**260 million**

*members login every month*

**500 million**

*LinkedIn members worldwide*

*LinkedIn is a requirement in today's professional job market.*

# *Build Your LinkedIn Profile*

*This work should be done on a computer. Some sections are very difficult to update on a phone.*

## **LinkedIn sections to be completed in this training:**

- ✓ Headline & summary
- ✓ Headshot
- ✓ Banner behind your headshot
- ✓ A summary that captures attention
- ✓ Detailed work & volunteer experience
- ✓ Education details
- ✓ Skills

**Use the LinkedIn Content and Templates document at:**  
<https://gmi.link/getting-started-with-linkedin>

**You can copy and paste these templates for your LinkedIn profile to save time.**



# GMI Student Profile Example

Use this LinkedIn profile as a template:

[www.linkedin.com/in/gmistudent](https://www.linkedin.com/in/gmistudent)



Katy Student

Accounting major ready for financial management opportunities - graduating May 2022

Greater Seattle Area · [Contact info](#)

 Costco Wholesale

 GMI University

This LinkedIn profile gets requests for interviews every week!



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# *A Step-By-Step Guide to Creating Your LinkedIn Account*

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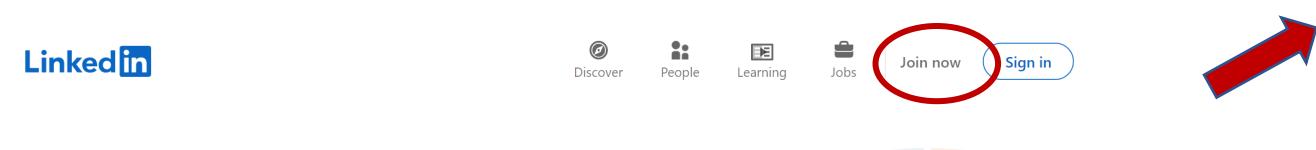


# Step-by-Step Guide

Type this into your browser:  
[linkedin.com](https://www.linkedin.com)

- ✓ Enter your personal email address.
- ✓ Create a password you will remember.
- ✓ Enter your first and last name as they appear on your resume/CV for consistency and to make it easy for recruiters and hiring managers to find your profile.

**Step 1**



Welcome to your professional community

Email or phone number

Password Show

Forgot password?

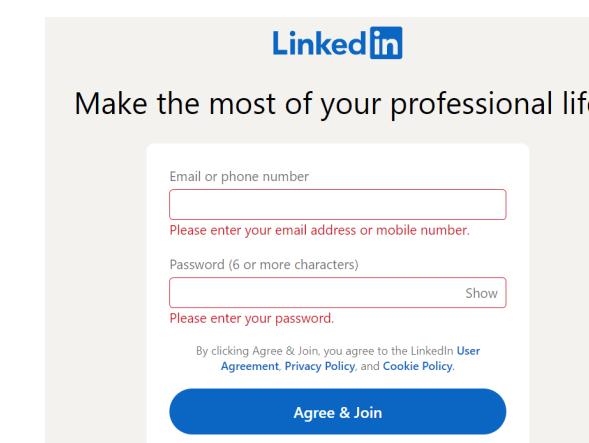
Sign in

or

Sign in with Google



**Step 2**



LinkedIn

Make the most of your professional life

Email or phone number

Please enter your email address or mobile number.

Password (6 or more characters)

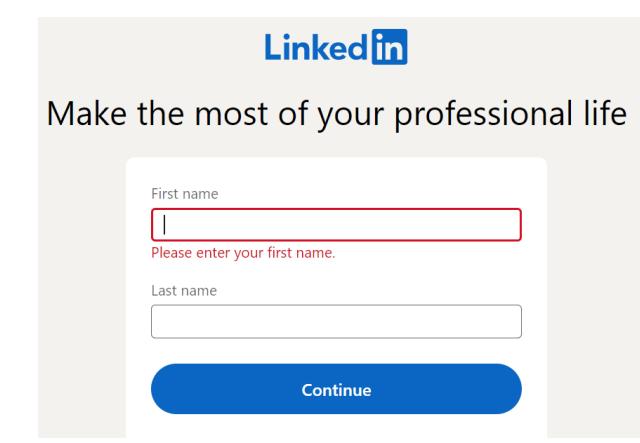
Show

Please enter your password.

By clicking Agree & Join, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Agree & Join

**Step 3**



LinkedIn

Make the most of your professional life

First name

Please enter your first name.

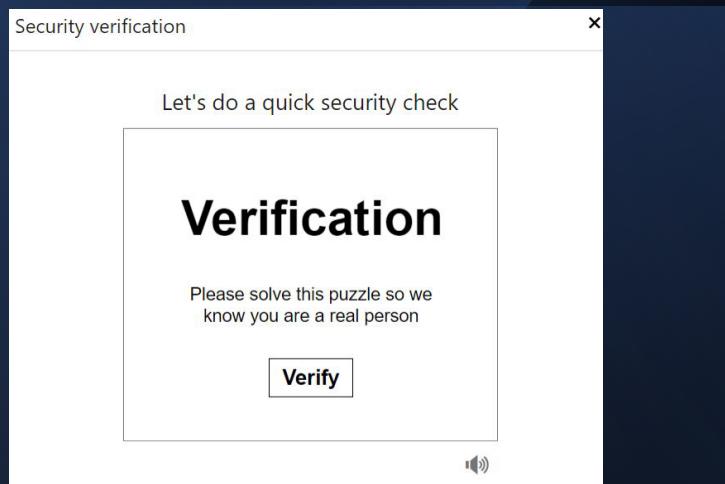
Last name

Continue

# Step-by-Step Guide

*Enter your location. LinkedIn will use this information to provide suggestions for connections and job opportunities in your area.*

*Verify that you are not a robot.*



Welcome, GMI!

Let's start your profile, connect to people you know, and engage with them on topics you care about.

Country/Region \*

United States

Postal code \*

98006

Location within this area \*

Bellevue, Washington

**Next**

Your profile helps you discover new people and opportunities

Most recent job title \*

Employment type

Most recent company \*

I'm a student

**Continue**

Your profile helps you discover new people and opportunities

School or College/University \*

The University of the West Indies

Degree \*

Bachelor of Applied Science - BASc

Specialization \*

Accounting and Finance

Start year \* End year (or expected) \*

2019 2023

I'm over 16 Yes

I'm not a student

**Continue**

*Choose the 'I'm a Student' button.*

*Complete your education information.*

*Important: slide the button from 'no' to 'yes - I am over 16.*

# Step-by-Step Guide

## Verification Email & Code

LinkedIn will send you an email with a code to enter.

**Confirm your email**

Type in the code we sent to [jonbr101@gmail.com](mailto:jonbr101@gmail.com).

**Your privacy is important**  
We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Didn't receive the code? [Send again](#)

 Email sent

**Agree & Confirm**

# Step-by-Step Guide

Let recruiters know you are open to job opportunities.

Are you looking for a new job?

We can help you prepare for your search. Your response is private to you.

Yes

Not now

What kind of job are you looking for?

You can select up to 5 titles and locations.

Job titles \*

Ex: Sales Manager

Accountant X

Job locations \*

Ex: Portland, Oregon

Greater Seattle Area X

I'm open to remote work

Next

Get notified when new jobs are posted

1 job alert that best matches what you're looking for. You can create more later.

Accountant

Greater Seattle Area

On

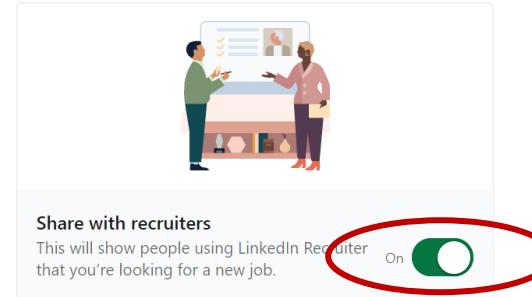


Next

# Step-by-Step Guide

*Let recruiters know you are open to job opportunities.*

Let recruiters know you're open to new jobs

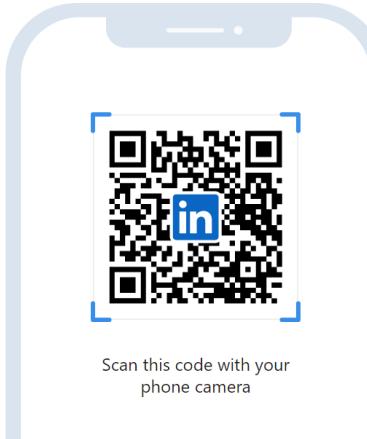


We take steps to not show recruiters at your current company, though we can't guarantee complete privacy. [Learn more about your privacy](#).

Next

Get the app to stay ahead

Read what's happening in your industry or chat with your contacts on-the-go



Text me a link instead

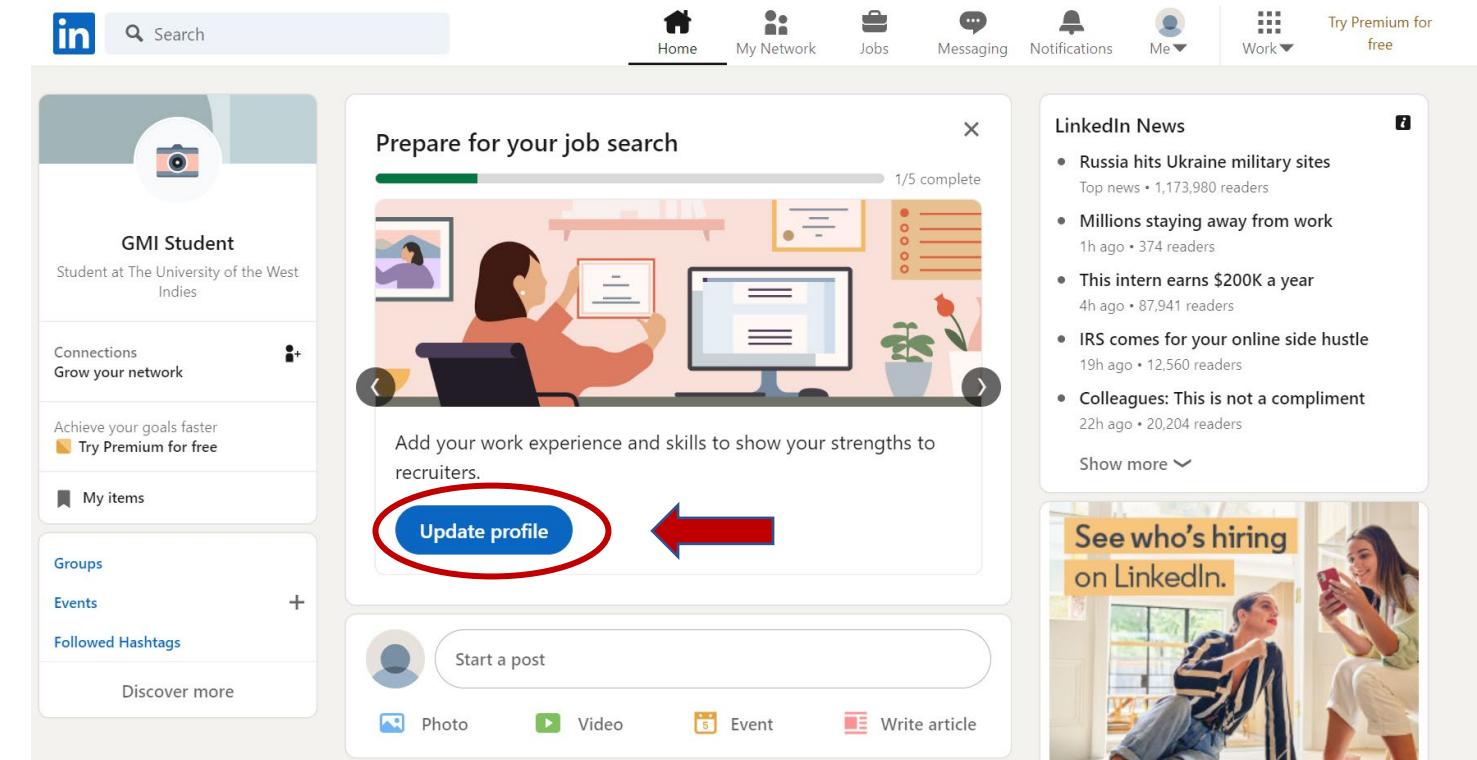
Next

# Your New LinkedIn Profile

*Build your profile quickly by selecting “Update profile”.*

*If you don’t see this option, skip to Step 11.*

*We will show you how to build your profile in other ways.*



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# Add to Your LinkedIn Profile

- ✓ Confirm student status
- ✓ Add skills so recruiters can find you
- ✓ Confirm your location

Add to your profile X

**Are you currently a student?**  
We'll help you add your current education details, so recruiters can match you with the right jobs.

Yes  No

1 of 3 Continue

Add to your profile X

**Let's add your skills**  
Recruiters search for candidates with specific skills needed for the job.

Suggested skills based on your profile

Engineering + Project Management + English +  
 Research + Training + Communication +  
 Strategy + Analytical Skills + Finance + Design +

[+ Add another skill](#)

2 of 3 Continue

Add to your profile X

**Let's confirm your location**  
Get noticed by recruiters in your area.

Country/Region\*

Postal code

City\*

Done

3 of 3

# *Get the LinkedIn App*

*Optional app to notify you when jobs are posted, or recruiters want to hear from you.*

## Prepare for your job search



2/5 complete



Get notified instantly when recruiters contact you or when new jobs are posted.

[Get the app](#)

## Get the LinkedIn app



Country/Region \*

United States



Phone number \*

Enter your number

Your phone number will not be saved. Standard SMS fees may apply.

[Cancel](#)

[Text me the link](#)

## Add Connections

*Don't add connections until  
your profile is ready to be seen  
by others.*



*If you don't see a "Connect"  
button on their profile:*

Prepare for your job search

2/5 complete



Connect with former coworkers or friends and ask for job referrals.

Add connections

Add connections

Connect with former coworkers or friends to get referred

Start by sending at least one connection request.

Jon Browning

Jon Browning  
3rd+ • Chief Executive Officer, Global Mentorship Initiative Connecting...

Message

More

Share profile in a message

Save to PDF

Connect

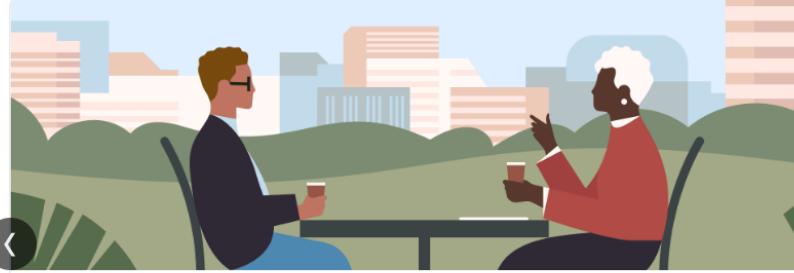
Report / Block

# Step 10

# Add Job Search Preferences

Prepare for your job search

2/5 complete



Add more job preferences and choose who sees them to get more opportunities.

Edit preferences

Edit job preferences

Job titles: Accountant ✓ Add title +

Workplaces: On-site ✓ Hybrid ✓ Remote ✓

Job locations (On-site)\* Greater Seattle Area ✓ Add location +

Job locations (Remote)\* Greater Seattle Area ✓ Add remote location +

Recruiters only People using LinkedIn Recruiter.

Delete from profile

Save



Job preferences saved



Added to your profile

Next, update your settings to get notified about job opportunities

Turn on email updates

For jobs, messages, and open to work updates.

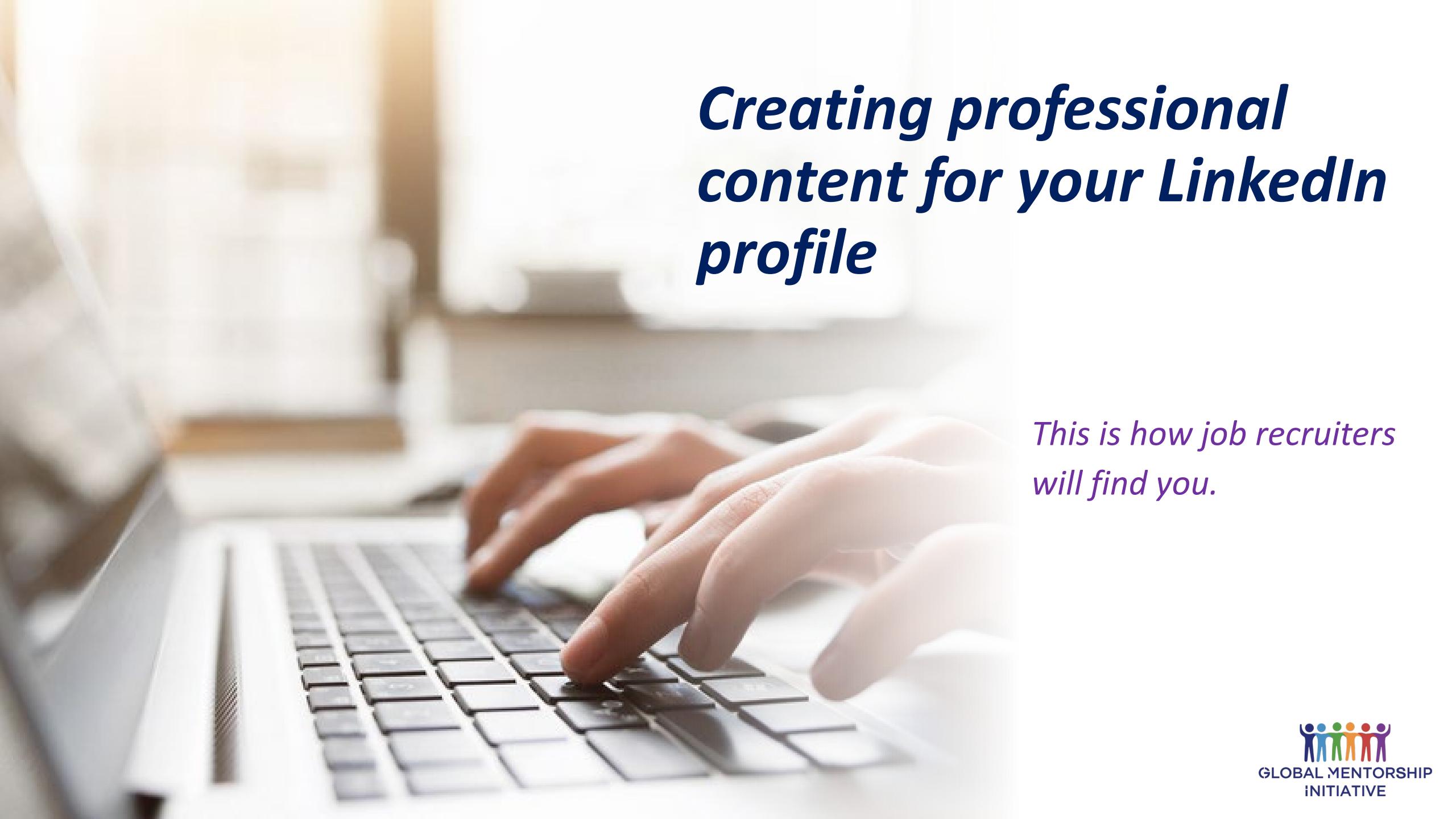


No, thanks

Update settings



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A close-up, slightly blurred photograph of a person's hands typing on a silver laptop keyboard. The hands are positioned in the center, with fingers moving across the keys. In the background, there are several books stacked on a shelf, suggesting a study or office environment.

# *Creating professional content for your LinkedIn profile*

*This is how job recruiters  
will find you.*



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# Where to Change Your Profile Settings

## Add

- ✓ Your photo
- ✓ Summary about yourself
- ✓ Education details
- ✓ Work experience
- ✓ Skills
- ✓ Recommendations

Step 11

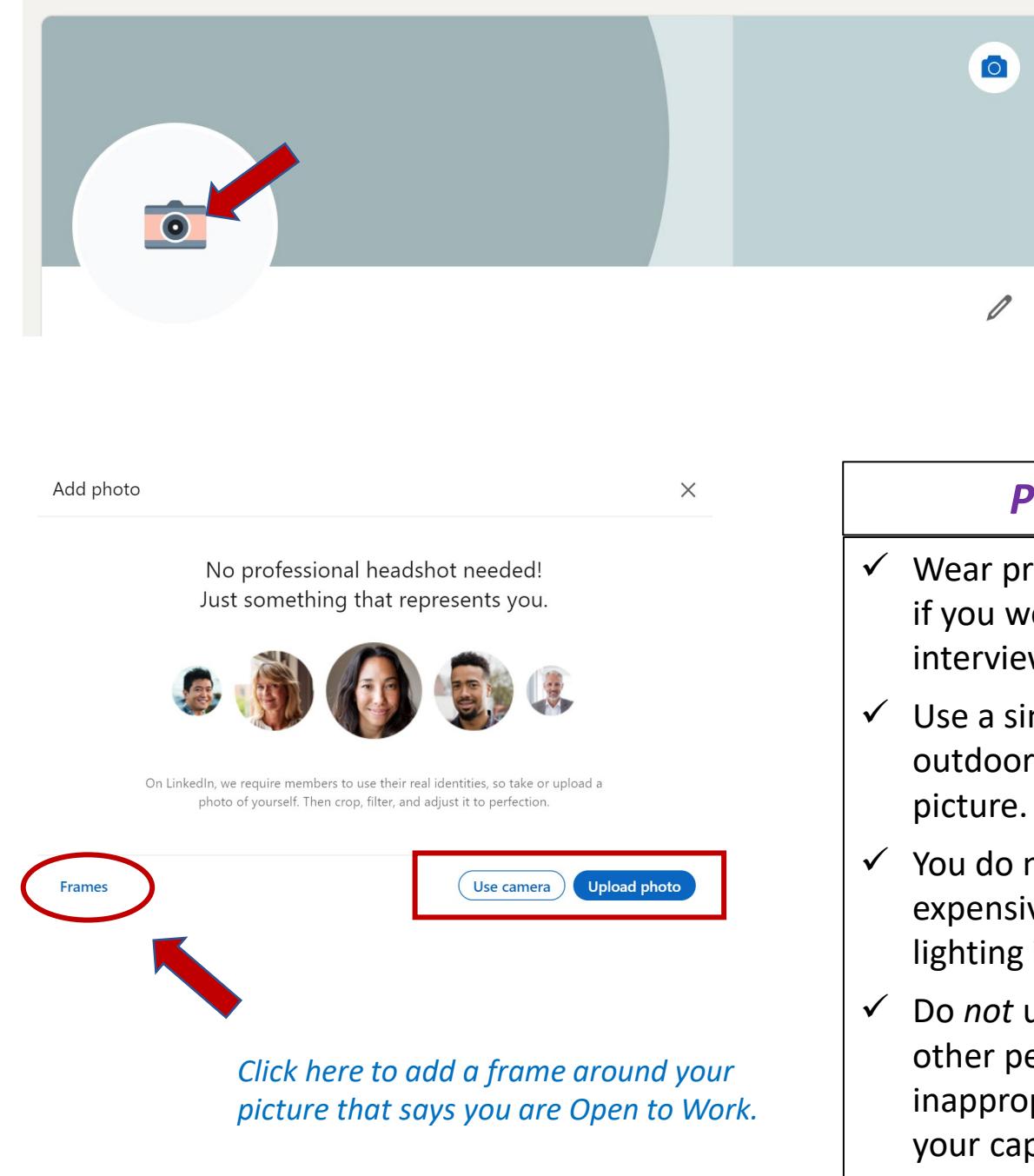
The screenshot shows the LinkedIn homepage with the 'Me' dropdown menu open. A red arrow points to the 'Me' icon in the top right corner. The dropdown menu includes options like 'View Profile', 'Account', 'Manage', and 'Sign Out'. A red box highlights the 'View Profile' button. The main feed area shows posts from 'Reliance Retail' and 'Via'.

## Step 12

# Add Your Photo

- ✓ View your profile
- ✓ Click on the camera

Profiles with a photo get 21x more views and 36x more messages.



### Photo Tips

- ✓ Wear professional clothing as if you were going on a job interview.
- ✓ Use a simple background or outdoor scene for your picture.
- ✓ You do not need an expensive camera, but good lighting is important.
- ✓ Do *not* use pictures with other people, with inappropriate clothing, or in your cap and gown, etc.

## Add Content to Your Profile

### Your Headline

*Headline keywords are used by recruiters to find job candidates*

*Create a unique headline that will captivate recruiters and hiring managers.*



GMI Student

Accounting major ready for financial management opportunities -  
graduating May 2022

GMI University

Edit intro

\* Indicates required

First name\*

GMI

Last name\*

Student

Additional name

Name pronunciation

*This can only be added using our mobile app*

Pronouns

Please select

Let others know how to refer to you.

Learn more about [gender pronouns](#).

- ✓ Be creative and unique
- ✓ Where you are now
- ✓ Where you want to be
- ✓ Your specialization
- ✓ Use keywords
- ✓ Do *not* use your current job title or just 'Student' as a headline

**Another example:**  
2022 business school graduate  
looking for financial analyst  
opportunities.

Headline\*

Accounting major ready for financial management opportunities - graduating May 2022

# About You

## Your Profile Summary

*Use the guidelines and examples to create a professional summary for your profile.*

*This is your first impression with recruiters!*

The image shows a screenshot of a LinkedIn profile titled "GMI Student" from "Student at GMI University, Bellevue, Washington, United States". The "Add profile section" button is highlighted with a red box and arrow. Below it, the "Add to profile" section is expanded, showing options like "Core" (with "Add about" circled in red), "Add education", "Add position", "Add career break", "Add skills", and dropdown menus for "Recommended" and "Additional". A large red arrow points from the "Add about" option to a callout box titled "Summary". Another red arrow points from the "Edit about" field to a callout box titled "Examples".

**Summary**

- ✓ Use first person narrative.
- ✓ Be specific, not generic.
- ✓ Use keywords for your industry and job descriptions for positions you want to apply for.
- ✓ Show your passion and aspirations in your writing.
- ✓ Highlight a few skills you have gained at work and in college.

**Examples**

**Intro:**  
Explain your passion, what drew you to your major/specialization/field.

**Body:**  
What skills and certifications you have gained through your education and experience.

**Conclusion:**  
How they can contact you – add your email address.

# About You

## Example One

*Your summary should make recruiters want to contact you.*

I am a student at University Name pursuing a Bachelor of Business Administration in Accounting and Financial Management, graduating in May 2022. I'm passionate about working in the finance industry to use skills gained from my college education and to make a difference as an accounting professional.

I am currently working as an Accountant Intern and gaining hands-on experience working with bookkeeping software, analyzing financial data, and working and communicating in a professional environment.

If you are interested in learning more about my skills and how I can help your company, please send me a LinkedIn message or email me at: name@domain.com.



**Important to provide your email address here.  
Make it easy for people to connect with you.**

# About You

## Example Two

*Your summary should make recruiters want to contact you.*

My aunt is my role model and I have always been in awe of her ability to stretch her budget so far with so little. Before I decided to pursue a Bachelor of Business Administration, I worked part-time at her store, and she taught me the importance of good financial management and inspired my professional goals.

I'm applying these skills to help me be successful with my studies in the Accounting and Business Management program at University Name. The undergraduate coursework has expanded my understanding of the role of economy, ecology, and community in business, managing for sustainability, and marketing management.

I am also working as an Accounting Intern with the Name Accounting firm where I have gained hands-on experience with bookkeeping software and analyzing financial data.

If you are interested in learning more about my skills and how I can help your company, please send me a LinkedIn message or email me at name@domain.com.

# Add Content to Your Profile

## Your Education

*As a student, this is your strongest LinkedIn section.*

GMI Student  
Student at GMI University  
Bellevue, Washington, United States · [Contact info](#)

[Open to](#) [Add profile section](#) [More](#)

Add to profile X

Core

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add about Add education

Add education Add position

✓ What you want a recruiter or employer to know about your education if they searched your profile.  
 ✓ Degree, school name, dates attended.  
 ✓ Awards, honors, scholarships, and GPA (if above 3.0 out of 4.0).  
 ✓ Organizations, clubs, groups, sports, summer camps, etc.  
 ✓ Job shadows or other activities related to professional development.  
 ✓ Courses you took that will look good to recruiters, or that relate to your profession of interest.

Add education

Notify network  
Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about [sharing profile changes](#). Off

*This should be “off”.*

\* Indicates required

School\*

Degree

Field of study

Start date

End date (or expected)

Grade

Activities and societies  
  
0/500

Description  
  
0/1,000

# *Education Example*

*Highlight your  
accomplishments during  
your education.*

**Degree:**

Bachelor of Science – BS, Accounting

**Field of Study:**

Business and Finance

**Activities and Societies:**

To supplement my studies, I attend weekly meetings and study sessions as an active member of the Accounting Student Association. I also participate in the French Club to improve my proficiency in French and play intramural soccer with friends and classmates.

**Description:**

As a fourth-year student in the accounting and financial management major, I have completed coursework on sustainability in business, mathematics, and accounting concepts and best practices.

My undergraduate coursework also includes international business management, communications, business law, ethics, and economics.

# Your Work Experience

- ✓ Create an entry for each job you have held including unpaid volunteer jobs.
- ✓ Add the company, job title, dates of employment.
- ✓ Create job descriptions for each job entry.
- ✓ Summarize achievements, awards, promotions for each job.
- ✓ Show how you contributed to the company's goals.

GMI Student  
Student at GMI University  
Bellevue, Washington, United States · [Contact info](#)

[Open to](#) Add profile section [More](#)

Add to profile ↓ X

Core ^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add about

Add education

Add position

Add career break

Add skills

Recommended ▼

Additional ▼

- ✓ Include part-time/full-time jobs, internships, and other unpaid professional opportunities.
- ✓ Include volunteer work here. This helps recruiters and hiring managers see your achievements.
- ✓ List achievements, awards, promotions, etc. Not just daily tasks.
- ✓ Provide metrics when possible to give evidence of your accomplishments.
- ✓ Refer to successful projects you have completed or that you contributed to.



Ideas for job descriptions:  
<https://www.jobhero.com/resume/examples>

# Your Work Experience Examples



## Accounting Intern

Costco Wholesale · Part-time

Sep 2021 - Present · 8 mos

Greater Seattle Area

Personal reference from accounting supervisor available upon request.

Internship allows me to job shadow and work alongside experienced accountants to gain hands-on experience in the following accounting responsibilities: preparing financial reports, analyzing and presenting opportunities for process improvement, and researching, filing, organizing, and maintaining accurate and complete financial records.

Through my internship, I have strengthened my ability to use and understand bookkeeping software, effectively communicate with colleagues and key stakeholders, and handle sensitive and confidential information.



## Office Assistant - Volunteer

Global Mentorship Initiative

Jan 2021 - Sep 2021 · 9 mos

Seattle, Washington, United States



Personal reference from GMI available upon request.

I volunteered 10 hours a week to support this non-profit organization that creates mentorships between students and business professionals for career guidance and business skills development.

My duties included providing assistance to the office manager by reviewing and processing mentor/mentee applications, making website updates, and helping to create marketing campaigns.



## Hostess/Cashier

Red Robin · Part-time

Nov 2019 - Jan 2021 · 1 yr 3 mos

Greater Seattle Area



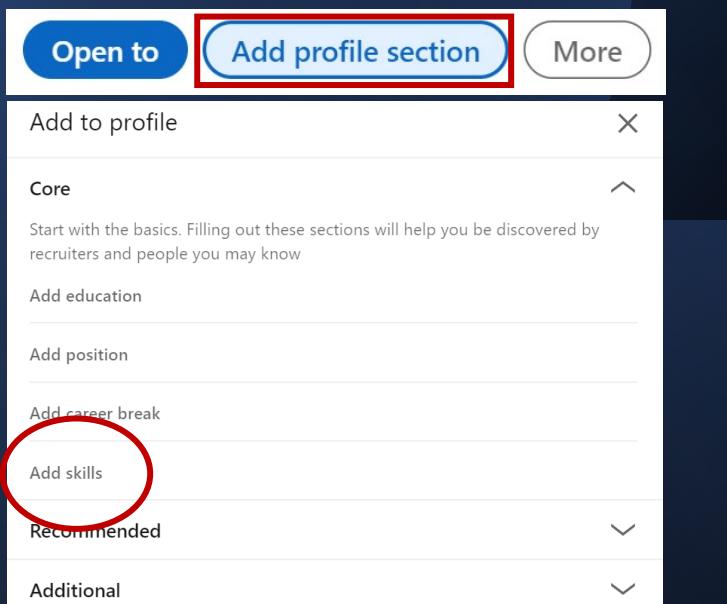
Working part-time to support my college education.

My primary responsibilities include greeting guests, assigning tables, managing team workflow and significant guest queues during busy hours.

My focus is to coordinate with staff members to ensure the best service for our guests.

Awarded the Employee-of-the-Month award twice for excellent team building and customer service skills.

## *Adding Skills to Your Profile*



### Skills are a primary search criteria for job recruiters

- ✓ Use keywords found on job descriptions
- ✓ Add 30 – 50 skills
- ✓ As you add LinkedIn connections, you will get more endorsements validating your skills with employers

## Getting People to Endorse Your Skills

To endorse someone, go to their profile and scroll down to "Skills".



## Skills Endorsements

- ✓ Your connections will endorse you for skills they have observed
- ✓ You can request endorsements from coworkers, supervisors, teachers, and other professional contacts
- ✓ **Endorse others to get more endorsements for yourself**

### How to Endorse Someone

The screenshot shows a user interface for endorsing skills. At the top, there's a navigation bar with a back arrow labeled "Skills" and categories: All, Industry Knowledge, Tools & Technologies (which is highlighted in green), Interpersonal Skills, and Other Skills. Below the navigation, there are three skill categories listed vertically: "QuickBooks", "Software as a Service (SaaS)", and "Microsoft Excel". Each category has an "Endorse" button next to it. The "Software as a Service (SaaS)" section has its "Endorse" button circled in red.

Skill Category	Action
QuickBooks	Endorse
Software as a Service (SaaS)	Endorse
Microsoft Excel	Endorse
Microsoft Office	Endorse



# Add Content to Your Profile

## Other Important Facts about You

Licenses, certifications, and significant courses completed

### GMI Student

Student at GMI University

Bellevue, Washington, United States · [Contact info](#)

[Open to](#)[Add profile section](#)[More](#)

#### Add to profile



##### Core



##### Recommended



Completing these sections will increase your credibility and give you access to more opportunities

##### Add featured

[Add licenses & certifications](#)[Add courses](#)[Add recommendations](#)

##### Additional



#### Licenses & certifications



Microsoft Certified: Azure Fundamentals

Microsoft

Issued Feb 2022 · No Expiration Date

Credential ID xxx



How to Build Credibility as a Leader

LinkedIn

Issued Sep 2021 · No Expiration Date



#### Courses

##### Financial Management

430



Associated with GMI University

##### Managerial Accounting

404



Associated with GMI University

## Add Content to Your Profile

### Other Important Facts about You

*Add information about your education and career that makes you stand out from the competition.*

#### GMI Student

Student at GMI University

Bellevue, Washington, United States · [Contact info](#)

[Open to](#)[Add profile section](#)[More](#)

#### Add to profile



#### Core



#### Recommended



#### Additional



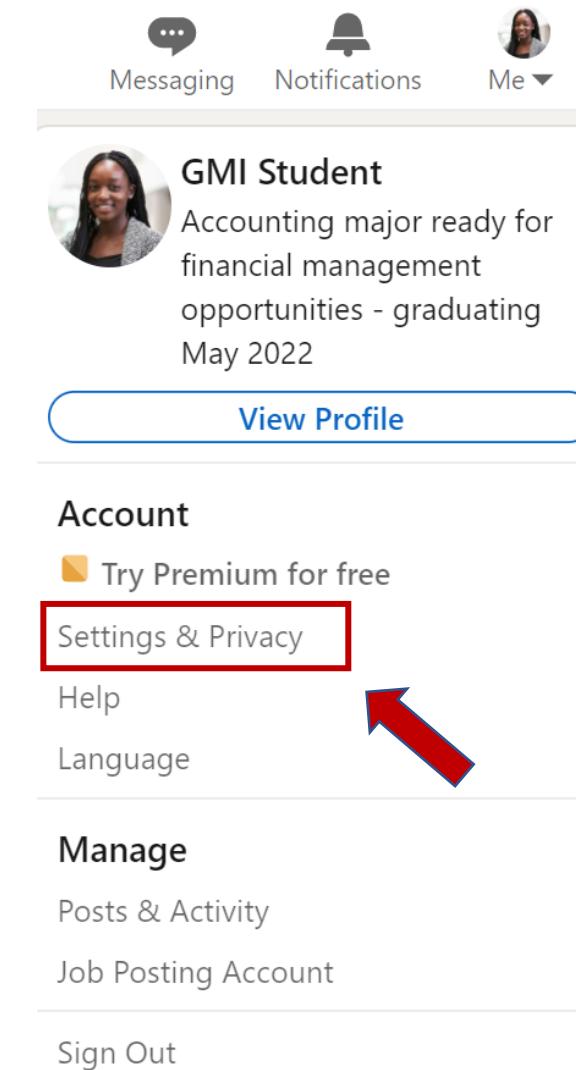
Add even more personality to your profile. These sections will help you grow your network and build more relationships.

[Add volunteer experience](#)[Add publications](#)[Add patents](#)[Add projects](#)[Add honors & awards](#)[Add test scores](#)[Add languages](#)[Add organizations](#)

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## Edit Your Settings

Adjust the settings to customize your LinkedIn web address and make it easier for recruiters to find you.



The image shows a screenshot of a LinkedIn profile page. At the top, there are three navigation icons: 'Messaging' (speech bubble), 'Notifications' (bell), and 'Me' (profile picture). Below the profile picture, the user's name is 'GMI Student' and their bio is 'Accounting major ready for financial management opportunities - graduating May 2022'. A blue 'View Profile' button is below the bio. The main menu is titled 'Account' and includes the following options: 'Try Premium for free', 'Settings & Privacy' (which is highlighted with a red box and has a red arrow pointing to it from the bottom right), 'Help', and 'Language'. A second menu titled 'Manage' includes 'Posts & Activity' and 'Job Posting Account'. At the bottom of the page is a 'Sign Out' link.

# Let People Contact You

If you want recruiters to contact you, let them see your email address.

The screenshot shows the LinkedIn 'Account preferences' section. On the left, a sidebar lists options: 'Account preferences', 'Sign in & security', 'Visibility' (which is selected and highlighted in green), 'Visibility of your profile & network', 'Visibility of your LinkedIn activity', 'Communications', 'Data privacy', and 'Advertising data'. Below the sidebar, there's a 'Have questions?' section with a 'Visit Help Center' link. The main content area is titled 'Visibility of your profile & network' with the sub-instruction 'Make your profile and contact info only visible to those you choose'. It includes two sections: 'Profile viewing options' (with a 'Change Full profile' link) and 'Edit your public profile' (with a 'Change' link). A red box highlights the 'Who can see or download your email address' section. This section contains a sub-instruction 'Choose who can see your email address on your profile or in approved apps or download it in their data export'. It shows a dropdown menu set to 'Anyone on LinkedIn' with a red arrow pointing to it. Below this, it says 'If someone can see your email address, they could contact you directly. [Learn more](#)'. There's also a toggle switch labeled 'Yes' followed by the instruction 'Allow your connections to download your email [info@globalmentorship.org](#) in their data export?'. At the bottom, it says 'If you choose no, your primary email address will not be included in their data exports. [Learn more](#)'.

# Change How People See Your Profile

in

Account preferences

Sign in & security

Visibility

Visibility of your profile & network

Visibility of your LinkedIn activity

Visibility of your profile & network

Profile viewing options

Make your profile and contact info only visible to those you choose

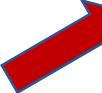
Change

Full profile

Edit your public profile

Choose how your profile appears to non-logged in members via search

Change



Back to LinkedIn 

# Personalize Your Profile's Website Address

Change your URL to your first and last name if possible.  
first-last or firstlast

**Before:**  
[www.linkedin.com/in/gmistudent-885600](http://www.linkedin.com/in/gmistudent-885600)

**After:**  
[www.linkedin.com/in/gmistudent](http://www.linkedin.com/in/gmistudent)

in

### Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



**Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/gmistudent](http://www.linkedin.com/in/gmistudent)

**Edit Content**  
This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)

**Edit Visibility**  
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your

# Change How People See Your Profile Continued

Determine who can view your LinkedIn content.

**Step 25**

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

The screenshot shows the LinkedIn 'Public profile settings' page. It includes a profile photo placeholder, a background image of the San Francisco skyline at sunset, and sections for 'Edit your custom URL', 'Edit Content', and 'Edit Visibility'. A red arrow points to the 'Edit Visibility' section, which lists four options: 'Only 1st-degree connections', 'Your network', 'All LinkedIn members', and 'Public'. The 'Public' option is selected. Below this, various profile components like 'Background Photo', 'Headline', 'Summary', etc., are listed with 'Show' toggles.

**Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/gmistudent](http://www.linkedin.com/in/gmistudent)

**Edit Content**  
This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)

**Edit Visibility**  
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your

Your profile's public visibility  On

Basic (required)

Name, number of connections, and region

Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

All LinkedIn members

Public  
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo  Show

Headline  Show

Summary  Show

Articles & Activity  Show

Current Experience  Show

Details  Show

Past Experience  Show

Details  Show

Education  Show

Details  Show

Courses  Show

Projects  Show

# Step 26

## Find a Job Using LinkedIn

You can upload your CV/Resume for job applications.

Tell recruiters you are looking for a job.

Share your information with recruiters.

The image shows two screenshots of the LinkedIn mobile application. The top screenshot displays a user's profile: "GMI Student" (Accounting major ready for financial management opportunities - graduating May 2022), with a "View Profile" button. The bottom screenshot shows the "Settings & Privacy" section under "Account". A red box highlights the "Settings & Privacy" button, and a red arrow points to the "Job seeking preferences" section in the main content area. The left sidebar lists account preferences like "Sign in & security" and "Data privacy", with a red box highlighting "Job seeking preferences". The right content area shows "Job seeking preferences" (Privacy controls for job seeking activity on LinkedIn), "Job application settings" (Choose what information LinkedIn saves when you submit a job application), "Sharing your profile when you click Apply" (Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply), "Signal your interest to recruiters at companies you've created job alerts for" (This will be applied for companies that you've created job alerts for), and "Stored job applicant accounts" (Manage which third-party job applicant accounts are stored on LinkedIn). Change buttons and "No" or "Yes" options are visible next to some settings.

Messaging Notifications Me ▾

GMI Student  
Accounting major ready for financial management opportunities - graduating May 2022

[View Profile](#)

Account

Try Premium for free

[Settings & Privacy](#)

Help

Language

Manage

Posts & Activity

Job Posting Account

Sign Out

Account preferences

Sign in & security

Visibility

Communications

Data privacy

How LinkedIn uses your data

[Job seeking preferences](#)

Other applications

Advertising data

Job seeking preferences

Privacy controls for job seeking activity on LinkedIn

Job application settings

Choose what information LinkedIn saves when you submit a job application.

Change

Sharing your profile when you click Apply

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply

Change

No

Signal your interest to recruiters at companies you've created job alerts for

This will be applied for companies that you've created job alerts for

Change

No

Stored job applicant accounts

Manage which third-party job applicant accounts are stored on LinkedIn

Change

0 stored accounts

## Market Yourself with a Banner

*Identifies you as someone who goes beyond just meeting the requirements.*



### Banner Recommendations



- ✓ Banners add a personal aspect to your profile
- ✓ Be creative but remember this is a business environment
- ✓ Examples: your city or your business interests
- ✓ Pictures must have the correct dimensions
- ✓ “Crop” pictures to get the right shape
- ✓ Left side is for your headshot

# Banner Examples #1



*Choose 1 of these 16 examples for your profile banner.*

Banner 1



Banner 2



Banner 3



Banner 4



Banner 5



Banner 6



# Banner Examples #2

Banner 7



Banner 10



Banner 8



Banner 11



Banner 9



Banner 12



# Banner Examples #3

Banner 13



Banner 14



Banner 15



Banner 16



**Where to get additional free banners**

[linkedinbackground.com](http://linkedinbackground.com)

[freelinked inbackgrounds.com](http://freelinked inbackgrounds.com)

# *Additional Resources and References*

'10 LinkedIn Profile Summaries We Love (And How to Boost Your Own' – Kate Reilly with LinkedIn Talent Blog

<https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

'What to Include in Your LinkedIn Experience Section' – Stacey Lane with Stacey Lane Career Coach and Consultant

<http://www.staceylane.net/what-to-include-in-your-linkedin-experience-section/>

'10 LinkedIn Profile Tips for College Students – Sandra Long with Workology

<https://workology.com/linkedin-profile-for-college-students-2014/>

'The Ultimate Guide to LinkedIn for Students' – Ransom Patterson with College Info Geek

<https://collegeinfogeek.com/linkedin-summary-examples-for-students/>

'LinkedIn Invitation Request Examples' – Michigan Tech University

<https://www.mtu.edu/career/students/networking/linkedin/linkedin-invitation-examples-march-2016.pdf>

'7 Ways To Include Keywords In Your LinkedIn Profile

<https://cheekyscientist.com/ways-to-include-keywords-in-your-linkedin-profile>

'4 Ways to Find Job Opportunities on LinkedIn' – Arnie Fertig with Job Hunt

<https://www.job-hunt.org/linkedin-job-search/finding-job-opportunities-linkedin.shtml>

# Global Mentorship Initiative

*Learn more at  
globalmentorship.org*



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