

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 both independently and within small groups
- 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.




LinkedIn® Messaging

Many professionals have taken to recruiting qualified candidates from LinkedIn®. If you're interested in pursuing a position within a certain company, it may be a good idea to reach out to an alumni from your school that currently works at that company.

When you send a connection request, you'll want to include a message to introduce yourself or remind them who you are. It's a good idea to connect with others after meeting them at networking events, career fairs, company events or panels. You will be limited to 300 characters, so keep it brief.

Examples

New Message	
Jasmine Doe ✕	
<p>Hi Jasmine, I'm currently a junior at the University of Iowa studying Journalism. I found your profile through the alumni tool and saw that you work at CNN. Might you be willing to answer a few questions about your career path? I look forward to connecting.</p> <p>Thanks, David</p>	
  GIF 	Send

New Message	
Natalie Scott ✕	
<p>Hi Natalie, It was great talking to you and the rest of the panel yesterday evening. I would love to talk more about your experience in the marketing field and how I can better prepare myself for my future career. If you are ever free to talk, I would greatly appreciate it.</p> <p>Have a great day! Go Hawks! Sarah</p>	
  GIF 	Send

ADVERTISEMENT

Hungry,
humble &
smart?

You'll fit right in.

Learn how you can play a role in our technology transformation at theocc.com.

OCC

THE FOUNDATION
FOR SECURE
MARKETS

Chicago | Dallas | Washington, D.C.

Did you know?

MANGO is a free tool that coaches you through networking, starting with the outreach email. Write customized networking emails, have productive informational interviews, and manage one-on-one networking step-by-step. Access MANGO via careers.uiowa.edu or directly at mangoconnects.com.