



Department of Physics
COLLEGE OF LETTERS & SCIENCES
UNIVERSITY OF WISCONSIN-MADISON

Updating The Big 3 on LinkedIn

PHOTO

- Who can be your photographer?
- What will you wear?
- When will you do this? (text, chat, email to set up a time)
- Where will you take your photo?

HEADLINE

- 120 characters
- Directly under your name
- Who you are and what you do

ABOUT

- 3-5 sentences, 30 seconds out loud
- Narrative, first person
- Concise and unique