1. Welcome to class <https://www.youtube.com/watch?v=j9Ee-G2iRkw>
2. Introduction to linkedin <https://www.youtube.com/watch?v=fcawdElJmA8>
3. Overview linkedin sections <https://www.youtube.com/watch?v=-JEWbxlIw00>
4. The strategic linkedin mindset <https://www.youtube.com/watch?v=IQ3ZFqRfD94>
5. Professional profile picture <https://www.youtube.com/watch?v=W61axIMvdM0>
6. Professional headline <https://www.youtube.com/watch?v=9A23ZPQEvpA>
7. Summary section <https://www.youtube.com/watch?v=j9-PmpH3vKw>
8. Experience section <https://www.youtube.com/watch?v=l_OzVKbO0lg>
9. Projects section <https://www.youtube.com/watch?v=3HpubCfMtB8>
10. Courses section <https://www.youtube.com/watch?v=a6-YIHzN7QE>
11. Education section <https://www.youtube.com/watch?v=AXIZFzstLRc>
12. Skills section <https://www.youtube.com/watch?v=8VyBxP_UT8c>
13. Get connected <https://www.youtube.com/watch?v=cCl9SGLMdao>
14. Conclusion <https://www.youtube.com/watch?v=OlrURNCsgQY>
15. Linkedin review overview (cf)
16. Linked review project details (cf)

## LinkedIn Profile Project Overview

Now that you have created (or updated!) your LinkedIn Profile so that it is a concise, clear, and compelling story of the best aspects of yourself, you are ready to submit it for review!

## Why this LinkedIn Profile Project?

LinkedIn is the world’s largest online professional network, with over 300 million users worldwide. Most importantly – it’s more than a traditional resume! LinkedIn allows you to market your accomplishments online while strengthening your professional network.

[**More than 95%**](http://www.forbes.com/sites/susanadams/2013/02/05/new-survey-linked-in-more-dominant-than-ever-among-job-seekers-and-recruiters-but-facebook-poised-to-gain/) of recruiters use LinkedIn as a recruiting tool. Whereas your resume highlights your career at a glance, LinkedIn paints a vivid portrait of you, no matter what your background. Since many industry leaders are active contributors to LinkedIn’s community, LinkedIn also gives you the chance to create a personal brand, be accessible to potential employers, and gain insights on industry trends.

## What will I do?

Your LinkedIn profile should help you show up in a search with the right keywords, help you stand out in search results, and signal that you are qualified and motivated. To achieve these goals remember the **3-30-180 Rule**. This refers to the short time a recruiter spends with your LinkedIn profile. Recruiters take 3 seconds to decide whether to stay on your profile, 30 seconds for the first read, and 180 seconds to decide on whether to contact you. For more information on the **3-30-180 Rule** see this Udacity [**blog post**](http://blog.udacity.com/2015/02/3-goals-for-your-linkedin-profile-to-achieve.html).

## How do I complete this LinkedIn Profile Project?

Start by reading over the [**Udacity LinkedIn Profile checklist**](https://docs.google.com/document/d/1bq9rx9HnOa8wFzG5m0Nwogtf3YWHMCjGrQlcG8KCWRs/pub?embedded=true) to get an overview of the goals and tasks for the LinkedIn Profile. You should also look over your peers' profiles for ideas on how to pitch yourself and your skills.

If you’re creating a LinkedIn Profile from scratch, go on to the next section. If you’re updating a LinkedIn Profile, you can skip to the **Once you have a LinkedIn Profile** section.

### If you’re creating a LinkedIn Profile from scratch

Create an account and log in to [**LinkedIn**](https://www.linkedin.com/).

### Once you have a LinkedIn Profile

Go through the entire [**Udacity LinkedIn Profile checklist**](https://docs.google.com/document/d/1bq9rx9HnOa8wFzG5m0Nwogtf3YWHMCjGrQlcG8KCWRs/pub?embedded=true); check each item that you’ve completed. For items that are not completed, fix and update your LinkedIn Profile. Once you’ve checked off all of the items, move to the next section. For more guidance, check out the [**Career Resource Center**](http://career.udacity.com/resource-center/hiring_process_linkedin.html)for more tips and resources.

[**Career Resource Center: LinkedIn**](http://career.udacity.com/resource-center/hiring_process_linkedin.html)