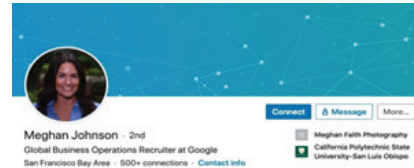
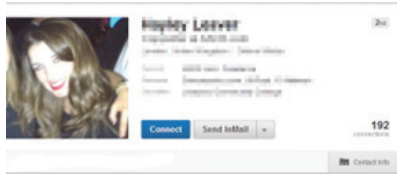


LINKEDIN CHECKLIST

CREATING A PROFILE PICTURE

When uploading your LinkedIn profile picture, it is important to make sure that it is clear, not too zoomed in/zoomed out, and professional. This step is extremely important, as your page will receive x10 more views than if you left it blank.



UND's Career Services offer free professional headshots for students who are interested in acquiring one. For more information on where/when they take place; and recommendations on what to wear, please visit: [UND Professional Headshots](#)

- Check out the [UND Career Closet](#) if you need professional wear for an upcoming headshot or other professional events.

BACKGROUND CANVAS

Having a background canvas enhances the look for your profile. However, you want to make sure that it is simple, clean, and related to the position that you want. A few places you may look for canvases include: [Canva.com](#) & [Adobe.com](#)

HEADLINE

When creating a headline you may write your current status at your workplace or university. Furthermore, you may add a task that you are passionate about. A few examples for students may be:

- "Student at the University of North Dakota studying towards a (bachelor, master, PHD) in ____"
- "B.S in Psychology with a minor in Sociology and Biology. Working towards a PHD in Clinical Psychology".

KEYWORDS

It is important to search for relevant and pertinent keywords to use before creating the summary of your LinkedIn profile. This entirely depends on what job opportunity you are looking for. A few examples are how engineering careers may have "Innovation", Art majors may have "Creative", and Psychology majors may have "Data Analysis". Places to look for keyword ideas consist of: Company pages, [TagCrowd.com](#), and researching what jobs you are interested in LinkedIn's search; and visiting the profile of individuals who have those jobs.

SUMMARY

When writing your summary, you want to assure that your first few sentences are eye-catching. Share how you may provide value, include keywords, and showcase your work/expertise. For college students this may be research experience during your undergraduate year, the mentors you worked with, skills you have learned from the clubs and honors societies you are in, and values you have acquired from a professional environment/the position you were in, notable projects, and what you are seeking for... [Co-ops, internships, part-time jobs, etc]

- Do not include your name, as you will already have that information listed on your profile.

As a third-year Public Policy Analysis student, I'm actively seeking internship opportunities.

Over the course of my studies, I have developed strong writing skills, enjoy collaboration and teamwork, and have a variety of interests that I use to maximize my potential. I excel under pressure, am multi-tasking oriented, and continually stay abreast of domestic and international current events.

In my previous internship with the Office of Florida Representative Joseph Geller, I supported the staff with several tasks including:

Drafting and submitting bills and appropriations, updating local official database for the Representative, and other constituent work.

I also researched potential policy issues including outfitting Highway Patrol officers with NARCAN to better respond to the opioid crisis, as well as the efficacy of charter schools in Florida.

SHOWCASING YOUR WORK EXPERIENCE

When showcasing your work experience on LinkedIn, it is an opportunity to share every company and the duration you have worked for. Under “description”, it is recommended that you add bullet points on what you have completed during your job; you may copy and paste from your resume/curriculum vitae if you would like.

If you need assistance with developing strong bullet points, please make an appointment with [UND Career Services](#)

- Try to incorporate work experience that is relevant to the jobs or postgraduate program. If you do not have much experience, discuss relevant skills such as “collaboration, independent work and leadership” that you may have learned through even an entry-level job.

SHOWCASING YOUR EDUCATION

When showcasing your education, you want to display all your degrees/minors/certificates you have completed or are anticipating to earn, and the institution they were acquired from; if you were in any societies/clubs; and any significant projects you took part in (design, argumentation, information-data collection); conferences you have attended, and publications.

ADDING SKILLS ACCUSTOMED TO YOU

When adding skills that represent yourself, you want to assure that they are ones you are accredited for. Please do not feel pressured to put an overwhelming amount, as you may only have 4-5 skills mastered. You may browse around for ideas in the “Add Skill” section right below Education.

A few ways to determine your skills may be to consider past activities you have successfully completed. Questions you may brainstorm on consist of: “What did that certain task/project consist of? How did I manage to fulfill it? Did I communicate, collaborate, or lead a group? Were there any softwares or applications I used that I could showcase my expertise? (Microsoft, Google Docs, etc).

Furthermore, there is a “Demonstrate Skills” on the top right corner, where you can take a mini quiz of the subjects you are familiar with, to further support the knowledge you have listed.

RECOMMENDATIONS/ENDORSEMENT

Recommendations are written by a LinkedIn member who is familiar with you and your work. With this, obtaining recommendations on your LinkedIn will improve how others view your profile, as employers are able to notice your professional qualities.

- You may ask professors or employers you have had in the past and university advisors.

Endorsements are similar to recommendations based on how employers you have worked with are able to confirm your skills you have listed. Please keep in mind that you do not need endorsements for your page to be professional, however, they enhance the way individuals perceive you.

- Click on the pencil icon near your “skills” section
- Click the 3 buttons on the right hand corner next to the “+” icon
- Click endorsement settings
- Manage how you receive your endorsements

HOW DO I REQUEST A RECOMMENDATION?

1. Search for the individual you want to receive a recommendation from
2. View their profile and click the “More...” button
3. Click “Request a recommendation”
4. Write a message politely asking if they are able to write you a recommendation, alongside a reasoning for your request.

BUILDING NETWORKS

Building networks is an important step to expand and form social connections. A few ways you can build connections on LinkedIn may be from the search bar, through suggestions, and personal contacts. This is an important step, as it portrays yourself to be engaged with the community around you.

- You generally want to connect with people who are in your workplace and university such as professors, as they will increase your span of connections. Please keep in mind that when requesting to connect with a professor, you let them know what class of theirs that you are in.

LINKEDIN GROUPS

Joining groups on LinkedIn may expand your social networking to other individuals who may share your same interest, questions, and insight.

- Click "My Network" on the top of your screen
- Click on "Groups"
- Click on "Discover"
- Join any relevant ones that are of your interest (Professional/area of study)
- If you would like to search for a specific group, use the search bar located at the top of your screen.

There are tons of groups for McNair students and scholars that you may join. A few examples are: "Ronald E. McNair Scholars" & "TRIO Alumni"

Furthermore, if there is a hobby, interest, society, and sport that you take interest in, LinkedIn has groups for them as well. Browse around, determine whether it is active and posts professionally; and join if you are interested.

SEARCHING FOR JOBS

If you are looking for a job or browsing opportunities that are available around the area you want to work at, LinkedIn provides plenty of options.

- On the top of your screen, click on "Jobs"
- Click on the search bar
- Type in your desired job you would like to apply to and where
- Browse!

If you want to show employers that you are looking for a job, LinkedIn has a feature where it will put "#OPENTOWORK" on your profile picture.



- On your homepage click "Open to" under your connections
- Click "Finding a new job"
- On the section where it says "Recruiters only" click the down arrow on the right-hand side
- Click "All LinkedIn Members" under where it says "Choose who sees you're open"

**Please use this feature with caution, as it will be visible to the public. For those who are already in existing jobs, this feature is not recommended, as your current colleagues and supervisors will be aware that you are looking for a new position.*

STAY ENGAGED

It is important to stay engaged and share posts with your LinkedIn profile, as it showcases how active you are with your community. Furthermore, it is important to note that your likes on LinkedIn are visible, thus, you want to be attentive with the type of posts you associate yourself with, as others will be able to view them.

ADDITIONAL INFORMATION:

Please feel free to book an appointment with UND Career Services through Starfish, as they provide excellent feedback on internship, postgraduate, and job related opportunities. This may be for detailed guidance on your LinkedIn (forming a strong summary, bullet points, and suggestions with improving the overall look), resume, curriculum vitae, cover letter, personal statements, practice interviews, and more.