

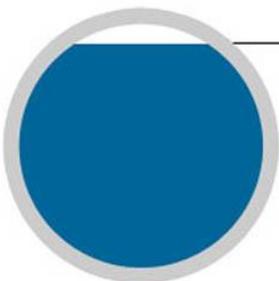


ELON

PORTER FAMILY
Professional
Development Center

LinkedIn PROFILE STRENGTH

All-Star



BE AN ALL-STAR!

ABOUT

Your *About* section should be a detailed “yes *and*...” statement. For example, if you are “a business major *and* have hobbies, interests, skills, and dreams,” this is where you get to share those things. A summary like a cover letter features more of your personal side, but should still be professional, appropriate, and informative.

The *About* section is meant to bridge the gap between who you are on paper and who you are as a person. A two to three paragraph summary is suggested.

Experiences

You can use your resume as a guide! Copy your bullets to get your profile started and even add more as there is essentially no length limit. Keep in mind to communicate what is

Background

Adding a background photo further individualizes your profile and gives more insight into you. Adding a background photo will help you reach All-Star status.

Recommendations

Professionally ask your supervisors, managers, and others alike to give you recommendations on LinkedIn to reinforce your skills and abilities on your profile.



Professional photo
You can get this done at the SPDC by appointment!



Write a headline
120 character hook to your profile. It can be your job title.



Connect with others
Request to connect with your colleagues, professors, and more!



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Profile image

Your Name
Your Headline

Add profile section More...

Your About section:
Paragraph about you
Paragraph about your future goals
Two to three paragraphs recommended

Experiences
This section is for jobs, internships, or experiences that are typically *compensated*.

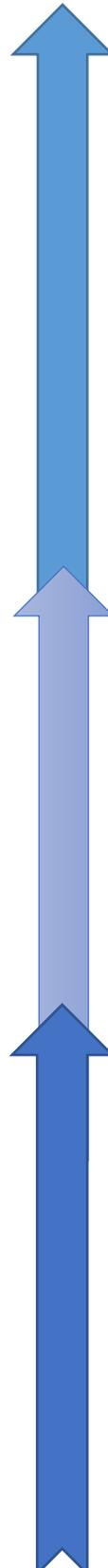
Education
This section should be for intended degree(s) from Elon University or any other college. Make sure to *use the correct degree verbiage*.

Licenses & Certifications
This section should be for any licenses or certifications you have earned such as Microsoft Word or Excel or CPR certifications.

Volunteer Experience
This section is for experiences you *were not compensated for*: leadership positions you've held on campus, and any volunteer positions you've held for a month or more.

Skills & Endorsements
This section is for you and your colleagues to highlight the skillsets you have.

Accomplishments
This section is for language fluency and other accomplishments.



Message to Connect:

If you're connecting with someone that you haven't met but want to connect with, it is important to type a brief message (<300 characters) to introduce yourself and highlight:

- 1) How you found the person
- 2) What caught your eye about them
- 3) What you're looking for from them

Keep in mind that the intention is not to secure employment but rather it is to build your professional network and learn from others.

"I'd appreciate connecting with you..."

"I see that you're currently working with X Company and I'd love to know more about your experience..."

Add Features to Profile:

Other features you can add under "Add profile section" include:

Publications:

Projects:

Honors & Awards:

Recommendations:

Maximize Your Network:

Use LinkedIn to research companies/industries and topics you may be interested in. Follow them!

Apply to positions prior to reaching out to connections.

Networking is a two-way street. It's more than just about what a person can do for you. It's also about what you can do for them!