Building Your LinkedIn Profile

LinkedIn is the premier professional networking site and is a tool for establishing a professional online image and network. Follow these steps to learn how to develop your LinkedIn profile.

Your profile should include the following information:

- Professional "Headline": After your name, this is the first line viewers will see. Try to go beyond simply putting “student” in your headline.
  - Examples: Marketing Intern-Teach for America/Yale University Senior/Graduate Student Yale University Graduate Student Seeking Digital Advertising Positions Aspiring Screenwriter and Junior at Yale University Junior Environmental Studies Major at Yale University
- Photo: This is the first image a viewer will have of you. Be mindful of the image you want to project and be sure that it is appropriate for the audience who will be viewing it.
- LinkedIn URL: Claim your personalized URL
- Summary: Use this section to highlight your key work experiences and accomplishments.
- Experience: This should include experiences that are relevant to your career goals. You can include activities and leadership roles in this section. Give a brief description of your position, the dates you worked and the name of the organization at which you worked, similar to what you have on your resume.
- Education: Include, in reverse chronological order, Yale and any other schools or programs.
- Additional Sections & Information: You can choose to add additional sections to your profile, or incorporate this information in your education, experience or summary sections
  - Additional Sections: Languages, volunteer experiences, courses, certifications, publications, honors & awards, personal website, groups and associations, interests, skills and expertise
  - Applications: LinkedIn Applications enable you to enrich your profile. Available applications include Creative Portfolio Display, Blog Link, Word Press, Company Buzz

Joining groups
Join as many LinkedIn groups as are of interest to you. You will be included in periodic emails from these groups, and be able to ask questions of and reply to questions of others in the group.

- Industry and Interest Groups – There are groups for every industry and interest area. Use the Search tool to identify ones that fit with your interests

Populate your profile with connections
The bigger your network, the easier it will be to connect to others in a broad variety of fields and locations. Start by searching for people you already know in the Advanced Search section and sending them an invitation to connect. Make sure to customize your invitation. Potential people to include in your network:

- Friends, relatives, high school/college classmates, Yale classmates, current and former professors or teachers, co-workers and supervisors
It’s best to connect only with people you know and/or have met in person. Most people won’t accept an invitation to connect from someone they’ve never met. LinkedIn can be used in the same way as the Yale Career Network to build your network and develop contacts with people in career fields of interest. Use the advanced search tool to find people and ask for an informational interview/conversation to learn more about them and their career path. After you’ve had a chance to get to know them you can ask to connect. **Online networking is a supplement to real human contact – it does not replace in-person relationship building.**

**Developing Your LinkedIn Summary**

Summarize your experiences and goals. Who are you, what direction are you going? Include specialties and skills. Keep it concise, specific and keyword rich.

**Template 1:**

I have dedicated my undergraduate/graduate studies to ______________________ with a focus on _______________. In studying _______________ as well as taking a range of _______________ and _______________ classes, I have been able to develop my _______________ and _______________ skills. Courses outside my major have allowed me to explore other interests in __________, ___________ and _______________. I am looking for opportunities in ______________________ that will allow me to combine my strengths/background in _______________ and _______________.

**Template 2:**

I am a ______________ at Yale University majoring/specializing in _______________ and particularly interested in _______________. I have experience working in/with/for _______________ and _______________, as well as _______________. I am looking for opportunities to apply my strengths in _______________ and _______________ to _______________.

**Template 3:**

I have devoted my studies to ________________, and am seeking employment in the following areas: _______________ and ________________. My work as a _______________ and _______________ complemented my academic coursework at Yale University and allowed me to develop an in-depth understanding of ________________. I am excited to apply my strengths in _______________ and _______________ to the field of ________________.