

# LinkedIn Worksheet

Did you find this worksheet helpful? Check out the Career Guide for more info: <https://www.wcu.edu/WebFiles/CCPD-professional-handbook.pdf> or access CCPD's Canvas Career Collection, located on your WCU Canvas Dashboard

LinkedIn is a powerful networking tool with more than 645 million users, more than 30 million companies, and more than 20 million active job postings. Make a profile on LinkedIn and use this professional social media platform to cultivate your professional online presence.

## Tips for using LinkedIn effectively:

1. **Expand your network.** You can search LinkedIn for other WCU alumni, former classmates, professors, supervisors, and just about anyone!
2. **Maintain and develop your connections.** Post relevant information related to your career field, pay attention to your notifications, and endorse others or ask for endorsements.
3. **Search for jobs and other opportunities.** LinkedIn makes it easy to search for jobs and apply using your LinkedIn profile as part of your job application.

*Tip: Check out [students.linkedin.com](https://students.linkedin.com) for more profile tips for students!*

**Did you know?** Recruiters using LinkedIn use keywords found in your headline and summary sections of your profile to find potential employees – that's why it's so important to be thoughtful and intentional about these two sections in particular if you're wanting to use LinkedIn as an avenue for finding future careers. Update your headline and summary often to keep them fresh and complete the activities below to help you craft your headline and summary for your LinkedIn profile.

## Creating your LinkedIn Headline:

Try to write some more specific than "Student." Include what you're studying or include your career goals.

### Sample Headlines:

Aspiring Java Software Developer | Seeking Entry-Level Programming Position | Experience with JavaScript and Python

English Major Seeking Editorial or Technical Writing Internship

## Now you Try:

Use the space below to create your own headline for your LinkedIn profile.

## Creating your LinkedIn Summary:

1. Think about your goal, value, or mission statement that describes who you are, not just a job title or your major. Example: *I value creativity, collaboration, and open communication in the workplace.*
2. Write a statement about what you have accomplished in your academic or personal life. Example: *Over the last three years as Recruitment Chair of Phi Mu Alpha Sinfonia Fraternity, I have used my creativity and collaboration skills to increase membership by more than 25 percent.*

3. State what you are looking for this moment. What are your current goals? Example: *I am searching for opportunities to work with employers who also value creativity, collaboration, and open communication within business management.*
  
4. Now put what you have together in a format that makes logical sense. You will likely need to write additional sentences to connect the points together. Copy/ paste into your Summary or About section.

#### **LinkedIn Profile Checklist:**

- Photo:** It doesn't have to be fancy- just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile! NOTE: The photo should be a headshot taken by someone else- not a selfie.
- Headline:** Tell people what you're excited about now and the cool things you want to do in the future.
- Summary:** Describe what motivates you, what you're skilled at, and what's next.
- Experience:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work. Copy/ paste bullet points from your resume.
- Organizations:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.
- Education:** Starting with college, list all the education experiences you've had - including summer programs.
- Volunteer experience & causes:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.
- Skills & Expertise:** Add at least 5 key skills - and then your connections can endorse you for the things in which you excel.
- Honors & Awards:** If you earned a prize in or out of school, don't be shy. Let the world know about it!
- Courses:** List the classes that show off the skills and interests you're most excited about.
- Projects:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.
- Recommendations:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to strengths and skills.