PART 1: CREATING A PROFILE

Bryant University
Amica Center for Career Education
Why Use LinkedIn?

• Build your professional identity
• Make connections
• Find internship & job opportunities
• Research & follow companies
• Get the latest news & insights you need to be great at what you do
Building Your LinkedIn Profile

#1 Start with your Heading

Make sure your heading represents who you are, what you’re excited about and/or what you want to do in the future.

Example
Add a Professional Photo

Photo should be professional and good quality.

*Just use your cellphone camera in front of a plain background or Watch for our LinkedIn photo booth at the Fall Career Fair.*
Add your Experience

List Internships and experiences relevant to the position you are seeking. Be sure to upload examples of your work.
Add your Education

- Include your degree, major, concentration, minors.
- Include high school, if it will add value to your profile.

Examples:
- Elite school with name recognition
- 1st or 2nd year student without a lot of college experience

**Education**

**Bryant University**
Bachelor of Science in Business Administration, Majoring in Management with a Double Minor in Communication and Marketing
2010 – 2014
Other Categories

- Build your profile with these category sections:

  Recommended for you
  - Projects
  - Languages
  - Publications
  - Honors & Awards

You can also add:
- Test Scores
- Courses
- Patents
- Certifications
- Volunteering & Causes

- Move (drag) sections using the double arrow icon.
- Make sure the information that is most related to the position you are seeking is closer to the top of your profile.
Skills

- Add at least 5 key **skills**.
- Then, your **connections** can endorse you for the things you’re best at.
Recommendations

- Ask Internship Supervisors, Professors or Classmates (who’ve worked with you) to write a recommendation. This gives extra credibility to your strengths and skills.
Privacy Settings

- To access, hover your mouse over your photo in the upper right hand corner, click on “Privacy & Settings”
Why do I need Privacy Settings?

- Turn on/off activity broadcasts
  - Let people know when you make changes to your profile
- Manage your recommendations
  
  
  
  Ask your connections to recommend you

  1. What do you want to be recommended for?
     
     Choose...  
     [Add a job or school]

  2. Who do you want to ask?
     
     Your connections:  
     You can add 200 more recipients

  3. Create your message
     
     From: Amy Weinstein
     aweinstein@bryant.edu
     Subject: Can you recommend me?

     I’m sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.
     Thanks in advance for helping me out.
     -Amy Weinstein

- “Edit your Public Profile”
  - Customize your public profile URL
  - Add your LinkedIn URL to your resume!
Additional Resources

- Top 5 Profile To-Do’s (video)
- Why Be LinkedIn (video)
- Building a Great Student Profile
- LinkedIn for Students
For Questions Contact:

Amica Center for Career Education
Located in the Unistructure, next to Salmanson Dining Hall

Phone: (401) 232-6090
Email: careers@bryant.edu
Website: http://career.bryant.edu/

- Bryant Career Connection (BCC)
- Events Calendar

Hours: Monday-Friday 8:30AM - 4:30PM