

LinkedIn

Objective: To create a LinkedIn profile that can be utilized in creating your professional brand with potential employers or graduate programs.

Background Information

LinkedIn operates the world's largest professional network on the Internet with more than 500 million members in over 200 countries and territories. LinkedIn is often the first place organizations look to recruit qualified, professional candidates. It's a source for connecting with organizations that offer careers and internships that could be of interest to you. LinkedIn falls under the umbrella of social media, but it's "professional" media; it's where the professionals go to network, connect, and hire other professionals. A basic membership is free, so there is no financial cost to using LinkedIn.

Deliverable

You will create a LinkedIn Profile as described below. **You will submit a link to your unique profile.**

Required Components of Your Profile

In order to receive full credit for this assignment, your LinkedIn profile must include the following components and, as with your resume, your profile should be grammatically correct and free from typos, run-on sentences, incorrect word usage, and any other errors. Tip: Have someone proof-read a draft of your profile.

Photo and Header

You will need to include a professional-looking headshot. Full credit if photo is professional in nature and resembles a head-shot. The header should effectively describe your current position and/or the position you are seeking.

Summary Statement

This section must include a **well written** summary or narrative of key areas of experience, qualifications and professional goals. It should describe your trademark strengths.

Featured Skills and Endorsements

Include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. Seek endorsements from connections who are aware of your skills.

Education

Education should include all **institutions you've attended**, GPA (if above a 3.0), **major/minor, and expected graduation date**. List the university as well as the college within the university (e.g., University of Tennessee, Knoxville, Haslam College of Business).

Experience

Experience should include current and previous employer information. Paid and unpaid internships should be listed. If you have never had a job or internship, include volunteer work or other comparable experiences (student athlete). To receive full credit, you must include **your position in the organization, dates of employment, and describe your role and responsibilities.**

Additional Information

You may want to include information about yourself that distinguishes you from others such as a personal website, blog, volunteer activities, foreign languages spoken, certifications, publications, references, endorsements, honors, membership in groups or organizations, and presentations.