



## Don't Miss The Top 6 LinkedIn Profile Basics!

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In only **5 minutes a day** on **LinkedIn**, you can prioritize these things about your profile:

1. Display a **professional photo**:

- Photo requirements: plain background, professional attire and grooming, and do not include other people.
- You can get a free photo taken at Walker Business Connections, Spring Connect, and at Internship & Job Fair.

2. Create a **searchable headline**; make those 120 characters count. Consider including your degree/concentration; graduation month and year; and what you are seeking:

- MBA Candidate | August 2020 | Seeking Management Consulting position
- Project Management and Training Experience | MBA candidate seeking HR role
- Business Analytics MBA candidate | May 2020 | Seeking Business Strategy & Analytics role
- MBA Candidate | August 2020 | Seeking role in Sustainable Business
- Finance graduate specializing in corporate finance and audit

3. Write a **searchable, keyword-rich summary** that sells your skills and experience. Look at job descriptions in order to better understand what employers are looking for and what key terms they use in their searches.

- Entrepreneurial experience obtained from managing marketing, product development, pricing, and revenues and expenses for my own business.
- Client-centered philosophy with a passion for developing lasting, international customer relationships.
- Proven management training skills gained through past responsibilities, implementing successful training initiatives, and accolades earned through efficiency, diligence, and meticulousness.
- Skilled at marketing and engaging end users through website management: Drupal, WordPress, Wix.
- Passionate volunteer with extensive leadership experiences in finance and entrepreneurship endeavors.
- Diverse business interest in marketing, finance, entrepreneurship, supply chain management, venture capitalism, and management consulting fields.
- Advanced Excel user with experience creating pivot tables, writing macros, and modeling large data sets.

4. **Include** all of your work and involvement experiences on your LinkedIn profile. This part of LinkedIn is similar to your resume. Use power verbs, detailed phrases, and quantified information to discuss transferable skills. You can copy everything on your resume to include it here. You can also add other experiences that no longer fit on your resume.

5. **Link** to Maureen Cathey, Associate Director, Business Career Services and **follow** employers and thought leaders relevant to your field. **Join groups** of interest including **Business Career Services – Appalachian State**, Appalachian Alumni, and WCOB Alumni.

6. Set “Job Search Preferences” to let recruiters know you are open to opportunities by moving button to “on.”

Put your profile to work. Use LinkedIn to search for a job!