

## Creating a LinkedIn Profile

Name: \_\_\_\_\_

**Point of the Assignment:** To help you set up a professional online profile in LinkedIn.

Note: **The following links are to webpages that provide LinkedIn tutorials and other helps.**

- **Use the LinkedIn tutorial if you need help in setting up your profile.**
  - [https://www.youtube.com/watch?v=IrQ\\_j8GZ9fE](https://www.youtube.com/watch?v=IrQ_j8GZ9fE)
- **Review the following page for additional LinkedIn helps.**
  - [http://help.linkedin.com/app/answers/detail/a\\_id/530](http://help.linkedin.com/app/answers/detail/a_id/530)

The following webpage links are for workshops created by this author and include many helpful links and resources that are relevant to creating a professional LinkedIn profile page:

Workshops:

- **“Networking Savvy”** (*primary*)
  - <http://www.dreams-goals.com/resources/workshops/wkshp-networking/>
- **“Resumes for Today’s Job Market”**
  - <http://www.dreams-goals.com/resources/workshops/wkshp-resume/>
- **Social Media & Career Success”**
  - <http://www.dreams-goals.com/resources/workshops/wkshp-social-media/>
- **“Identifying Your Transferable Skills”**
  - <http://www.dreams-goals.com/resources/workshops/wkshp-transferable-skills/>

### **Minimum Contents:**

- **Your official name:** How will people recognize your name and how do you want people to address you? (*i.e. John J. Smith, M.D., Jonathan Smith, Jr., Jonny Smith, etc.*) Remember to use proper spelling, capitalization and grammar.
  - **What is your official name on LinkedIn?** (*see above example*)  
\_\_\_\_\_
- **Your Professional Headline:** (*i.e. “Business-to-business executive sales, specializing in the high-end medical instrumentation industry”*) Must be brief and to the point – limited space is available in this section.
  - **What does your official professional headline say?** (*see above example*)  
\_\_\_\_\_
- **Professional Portrait** (*i.e. a professional-looking and flattering head shot photo that shows your face clearly*)
  - **How are you going to get a professional headshot?** (*I already have one, I will ask someone to take a picture, I will go to a portrait studio, etc.*)  
\_\_\_\_\_

- **Contact Info:** How can someone who wants to connect with you get in touch with you? (email address, blogs, URLs, etc. must be professional)

- **If someone wants to get a hold of you, how will you want them to contact you?** (I will include my email address or website URL, etc.)
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- **Summary:** Give a thorough summary of your qualifications for your desired job. This section can be detailed and lengthy if necessary.

- **What is your professional summary going to say?** (Note: Consider using the [“Tell Me About Yourself”](#) document to help you with this.)
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- **Education:** List current and previous (except high school) education institutions you have attended.

- **What relevant education information are you going to include?** (Example: Certificate in Management from XYZ school, current student at ABC school, AA/BS/MA, from LMPO school, etc.)
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- **Experience:** List any work experience that is relevant to your goals.

- **What relevant experience are you going to include?** (Example: jobs related to your career goals, jobs that demonstrate work history, volunteer experiences, jobs that developed appropriate [‘transferable skills’](#) etc.)
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- **Skills:** List at least three to five skills (*transferrable or technical*) that you currently possess.

- **What relevant skills are you going to include?** (Example: Job Skills, computer skills, [‘transferable skills’](#) etc.)
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- **Professional Contacts:** You must have at least **10** professional contacts connected. (i.e. Your teacher(s), classmates, family and/or friends, current and former bosses and co-workers, former classmates, etc.)

- **List the 10 people you will try to connect with?** (Example: Your teacher(s), classmates, family and/or friends, current and former bosses and co-workers, former classmates, faith community, service providers [doctors, lawyers, tax preparers], etc.)

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

LinkedIn Profile Assignment

9. \_\_\_\_\_ 10. \_\_\_\_\_

- **Endorsements:** Ask someone who knows you if they will be willing to endorse you for your primary skills.

- Which of the people listed above can endorse your skills?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Groups:** Join at least one professional group of interest to you.

- **Find some professional groups that interest you and ask to join.** (*Example: Nursing students of California, professional communicators group, Computer software engineers' group, etc.*)

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

- **Following:** Find at least three schools, companies, news, or “influencers” pages of interest to you and follow them. (*Who are you going to follow?*)

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

**Identify When Your Profile is Completed:**

Date and time when profile is done: \_\_\_\_\_

Date and time ‘Connection Request’ was sent to instructor: \_\_\_\_\_

**Test your understanding:**

**What is the main point of this assignment?**

\_\_\_\_\_  
\_\_\_\_\_

**Why were you expected to do this exercise?**

\_\_\_\_\_  
\_\_\_\_\_

**What type of person would need to do this exercise?**

\_\_\_\_\_  
\_\_\_\_\_

**How well do you fit the profile of the person for whom this assignment was created?**

\_\_\_\_\_  
\_\_\_\_\_

**Reflection:** (*Write down your response after completing this assignment.*)

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