

# LinkedIn Profile

## Bad Example



The screenshot shows a LinkedIn profile for a user named "College Student". The profile includes a profile picture of a young man, a bio section with the text "Outdoor enthusiast, lover of animals, movie fanatic, and die hard Broncos fan", and an education section listing "Colorado State University". There is an "Edit Profile" button and a "Connections" section showing 0 connections. The URL at the bottom is "www.linkedin.com/pub/college-student/82/b10/b60/".

**College Student**  
Outdoor enthusiast, lover of animals, movie fanatic, and die hard Broncos fan  
Fort Collins, Colorado

Education Colorado State University

Edit Profile

0 Connections

[www.linkedin.com/pub/college-student/82/b10/b60/](http://www.linkedin.com/pub/college-student/82/b10/b60/) Contact Info

- Profile is lacking the students actual name
- Information in bio section is not appropriate for the platform
- Education is lacking degree type and major
- No work experience listed
- Appears to have NO connections



# LinkedIn Profile

## Good Example

- Profile includes full name
- Information in bio section relevant and complete
- Education is listed
- Work experience is clearly listed
- Has numerous connections
- Is active on LinkedIn (shared content)

**John Crossman, CCIM, CRX**  
President, Crossman & Company  
Orlando, Florida Area | Commercial Real Estate

Current: Valencia College, ICSC, Florida Hospital  
Previous: NAIOP, ICSC, University of Florida David F. Miller Retail Education & Research Department  
Education: Florida State University - College of Business

500+ connections

Connect Send John InMail

www.linkedin.com/in/jcrossman

**Background**

Specialties: Development, Leasing, Marketing, Management, Retail, Medical, Receivership, Dispositions, and Acquisitions.

**2014 FL ICSC Retail Report**

**Experience**

**Member of the Board of Trustees**  
Valencia College  
2014 – Present (1 year) | Orlando, Florida Area

Each trustee is appointed by the governor. Nine Orange and Osceola County citizens form the Valencia College District Board of Trustees. Meeting in regular sessions once each month, these civic-minded individuals contribute their time and talent to guiding the development of Valencia College so that it remains responsive to the educational needs of its local community

**INFORMATION**

**CRP/CSM Admissions and Governing Committee**  
ICSC  
2012 – Present (3 years) | New York

ICSC established the CSM (Certified Shopping Center Manager) credential in 1964 to advance high professional standards in shopping center management worldwide.

1 recommendation

**Skip Greeby**  
President at The Greeby Companies, Inc.

As Chair of ICSC's Certified Retail Property Executive (CRX) Admissions and Governing Committee, John has been a contributing member of this professional designation committee for two years. His enthusiasm, coupled with professional insight, have... View i

**John Crossman - Mixed Use & Breaking Bad**

**Mixed Use or Unconventional Mixing of Uses...**

**Executive Board Member**  
University of Florida Bergstrom Center for Real Estate Studies



# Instagram Profile

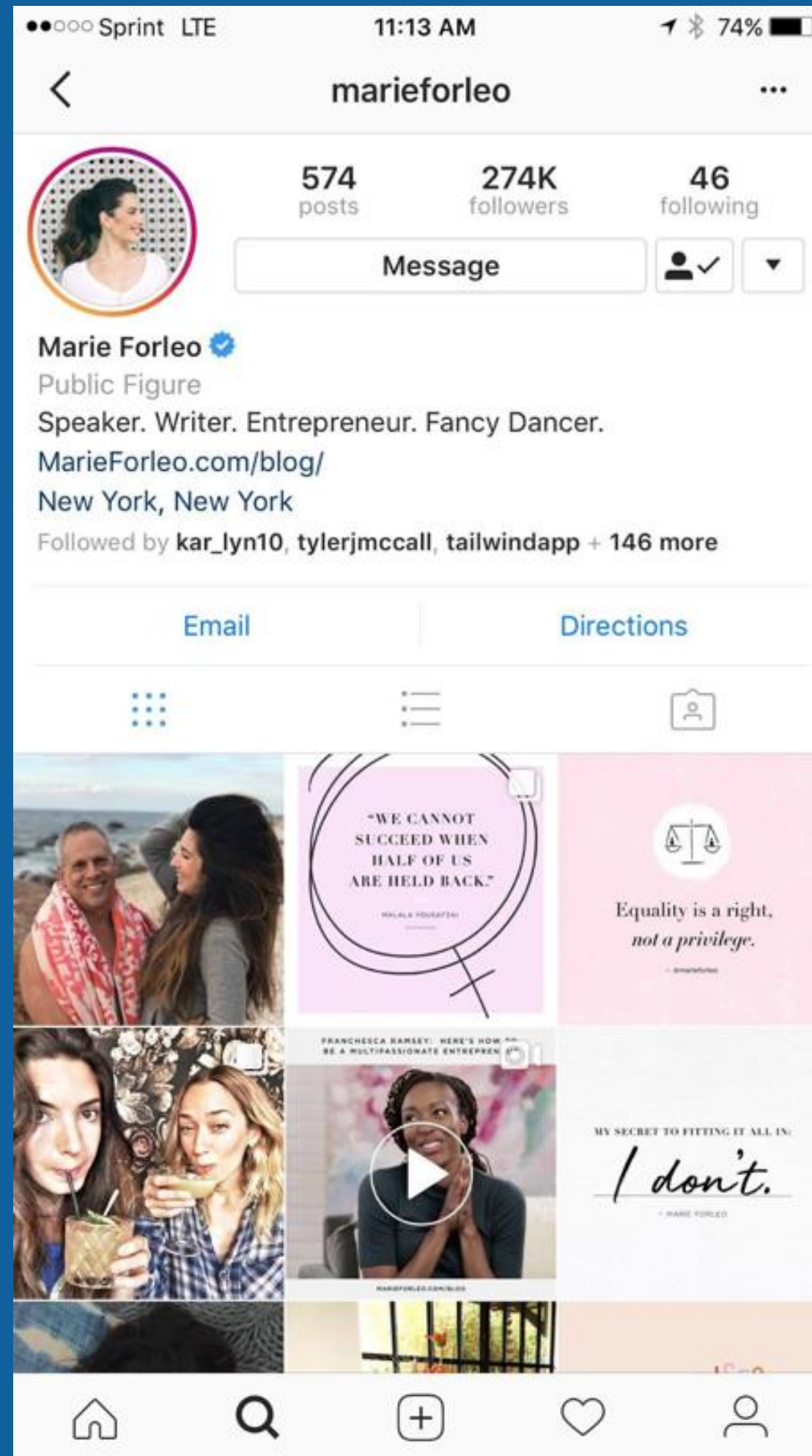
## Bad Example

- Profile photo may be provocative due to blurring
- Bio is lacking any relevant info
- All photos posted might be risqué due to blurring



# Instagram Profile

Good Example



- Bio includes relevant info
- Bio links to other professional sites
- Profile photo is clear and appropriate
- All posted photos are appropriate



# Personal Website

## Bad Example

- Website is incredibly busy; looks a bit spammy
- All the ads make the site look malicious
- Text is difficult to read given the format

The screenshot shows the homepage of TheMomBlogs.com. At the top, there are logos for Cisco Webex, 'go on, passtheball', and a 'Free trial' button. Below this is a navigation bar with links: 'Find a Moms Blog', 'List Your Blog', 'Get a Blog', 'Free Blog Stuff', 'Link to Us', 'Our Blog', 'Message Boards', and 'Contact'. The main content area is filled with several advertisements. On the left, there's an ad for 'Moms Needed ASAP' with a link to 'Click Here'. In the center, there's a definition and usage section for 'blog'. On the right, there's a large ad for 'Small Business Stimulus Package' from VerticalResponse, featuring icons for 'Email', 'Surveys', and 'Postcards' with a '3 for Free!' badge. At the bottom, there's a 'Submit your Blog' ad from Liquidia and a 'GO DIGITAL!' ad from digscrapping.net. The footer includes the text 'TheMomBlogs.com Directory' and a small 'mom' logo.

# Personal Website

Good Example

## ABOUT ME

ALLOW ME TO INTRODUCE MYSELF.

That's me →



I'm obsessed with making things and even more obsessed with making things better. I've been in the business of creating since I hung my first painting on the fridge when I was 3. After graduating from the University of Kentucky, I've been actively involved in the web design community for the last 5 years. I've designed websites for small businesses, corporations, nonprofits, churches, musicians and more. I also started a design blog, [Visual Swirl](#), where I share inspiration, tutorials, and resources.

My specialty is front-end web design and development, making pixel magic in photoshop and turning it into beautiful, semantic HTML & CSS. My interests, however, extend beyond the web and I love helping people with branding, print design and marketing strategy. I even love making designs move by creating professional [motion graphics and video](#).

When I'm not designing, I'm probably hanging out with my wife, being entertained by our amazing 2 year old little girl, watching college basketball, playing golf or messing around on something inspired by Steve Jobs.

### THINGS I LOVE



### LOOK WHAT I CAN DO

- Web Design
- Wordpress
- Branding & Identity
- Social Media
- Professional Video
- HTML/CSS
- Joomla!
- E-Commerce
- Motion Graphics
- Search Engine Optimization



- Website is free of ads and popups
- Text is easy to read
- Minimal color and graphics



# Handshake Profile

## Bad Example

**Mallory Malone** ✎

**Miller University II -**  
Sophomore ✎  
Graduated January 2017

**Environmental Engineering**  
College of Arts & Sciences

**Education**

- Miller University II -** primary education ✎  
Bachelors, College of Arts & Sciences  
- Jan 2017  
Major in Environmental Engineering  
Minor in Spanish
- University of Michigan** ✎  
Bachelors  
Aug 2005 - May 2009

[Add School](#)

**✖ Your profile is hidden from employers**  
By marking your profile as private, you're blocking 125,000 top employers from offering you great jobs and internships.  
[Make Profile Public](#) [See Employer View](#)

**Profile Level: I'm so empty** 😞  
  
We're just getting started...

- Profile is hidden from employers
- Very little info included in profile
  - No work experience
  - No interests
- No photo

# Handshake Profile

## Good Example

- Includes profile photo
- Includes short bio
- Education and Work Experience included
- Skill list filled out

The screenshot shows a Handshake profile for Ben Yang. The profile includes a profile photo, a short bio, an education section, a work experience section, and a skills section. The navigation bar at the top includes links for 'For You', 'Jobs', 'Events', 'Career Center', and a user profile icon for 'Jen'. The profile header shows 'Ben Yang' at 'Amaranta University' as a 'Junior, graduates May 2019' with a major in 'Economics' at the 'College of Sciences and Arts'. The 'Education' section lists 'University of Texas, Austin' with a 'Bachelors, Economics • College of Letters and Science' from 'Aug 2015 - May 2019'. The 'Work Experience' section lists three roles: 'Investment Summer Analyst' at 'Pyramid Solutions' (May 2016 - Aug 2016, 4 months) in Austin, TX; 'Staff Writer' at 'The Daily Herald' (Jan 2015 - Dec 2015, 11 months) in Austin, TX; and 'Finance Intern' at 'Arro Inc.' (May 2015 - Aug 2015, 4 months) in Austin, TX. The 'Short Bio' section contains two paragraphs of text. The 'Skills' section lists various skills in tag format: Data Analysis, Microsoft Excel, Public Speaking, Accounting, Project Management, Research, Financial Analysis, Public Relations, Leadership, HTML5, and Presentations.

handshake

For You Jobs Events Career Center Jen

Ben Yang

Amaranta University  
Junior, graduates May 2019

Economics  
College of Sciences and Arts

### Education

University of Texas, Austin  
Bachelors, Economics • College of Letters and Science  
Aug 2015 - May 2019

### Work Experience

Investment Summer Analyst  
Pyramid Solutions  
May 2016 - Aug 2016 (4 months) | Austin, TX

Staff Writer  
The Daily Herald  
Jan 2015 - Dec 2015 (11 months) | Austin, TX

Finance Intern  
Arro Inc.  
May 2015 - Aug 2015 (4 months) | Austin, TX

### Short Bio

I am a Junior double majoring in Economics at the The McCombs School of Business in the University of Texas. Investment Banking, particularly Mergers & Acquisitions, and Public Policy are my areas of interest.

Last summer I worked at Capital One, and before that I interned at Morgan Stanley and Apple. This summer, I'll be joining Goldman Sachs as an Investment Banking Summer Analyst.

### Skills

Data Analysis Microsoft Excel

Public Speaking Accounting

Project Management Research

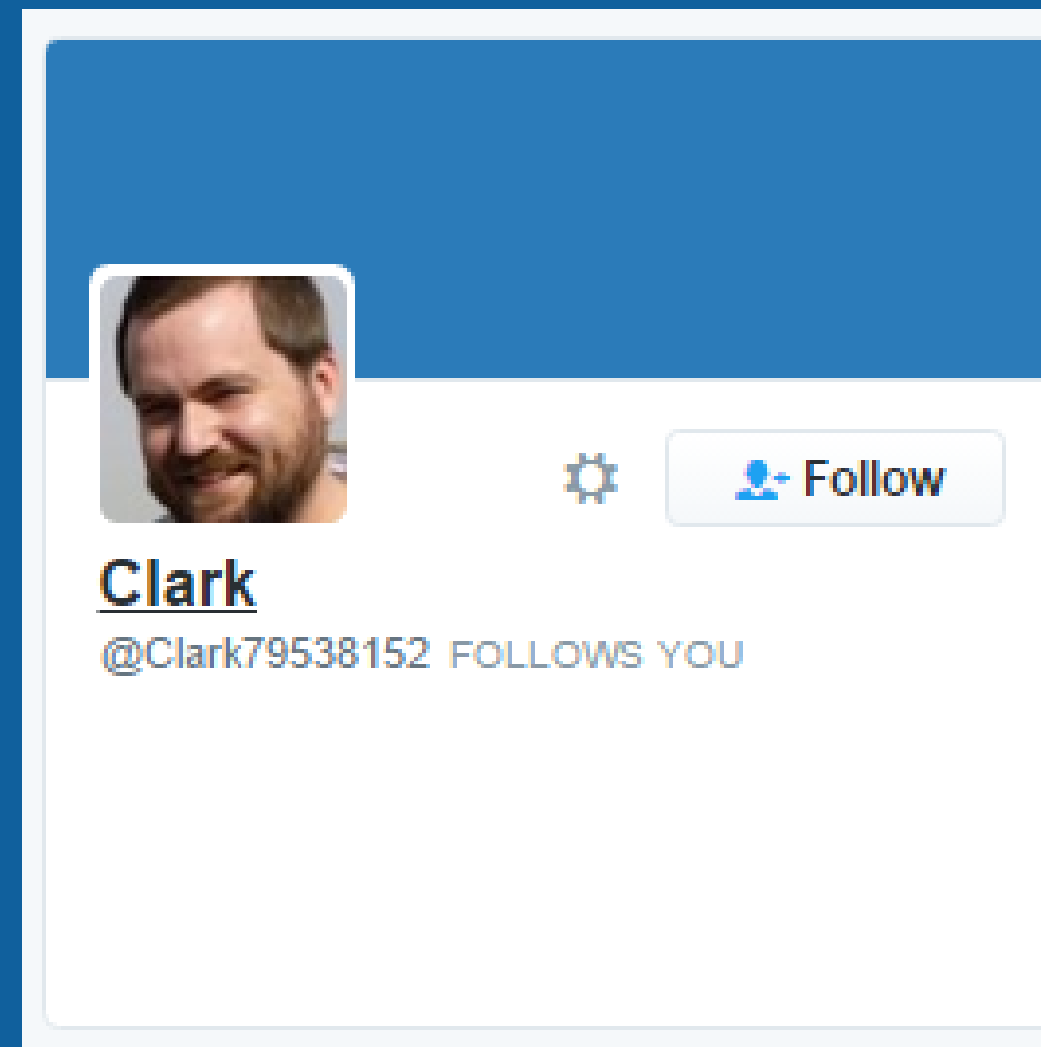
Financial Analysis Public Relations

Leadership HTML5 Presentations



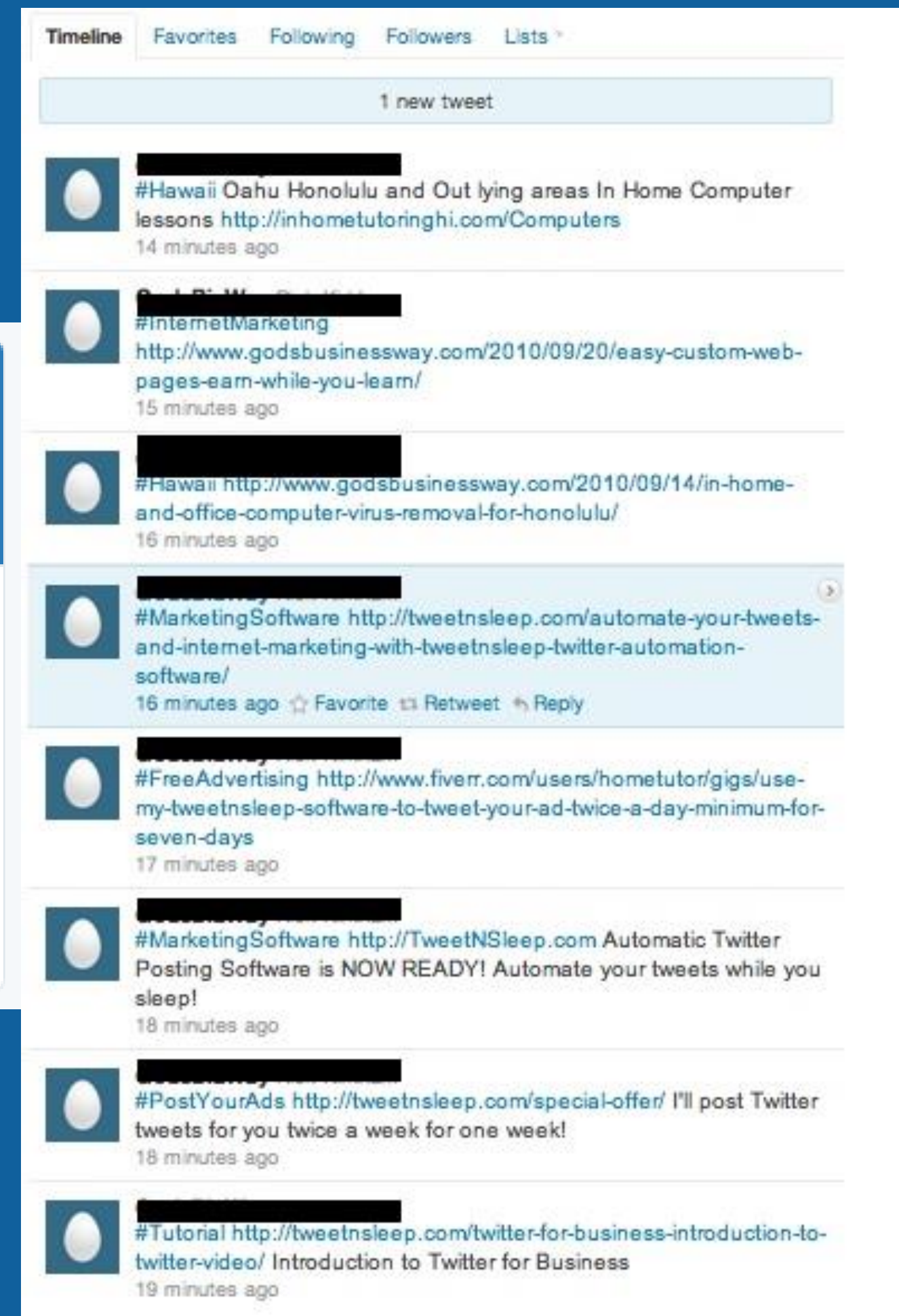
# Twitter Profile

## Bad Example



A screenshot of a Twitter profile card for a user named Clark. The profile picture shows a man with a beard. To the right of the picture is a gear icon and a 'Follow' button. Below the name 'Clark' is the handle '@Clark79538152' and the text 'FOLLOWS YOU'.

- Profile name is ambiguous
- No bio
- Appears to be retweeting mostly bots
- No unique tweets



A screenshot of a Twitter timeline. At the top, there are tabs for 'Timeline', 'Favorites', 'Following', 'Followers', and 'Lists'. Below the tabs, a notification bar says '1 new tweet'. The timeline contains several tweets, all of which are retweets of promotional content for 'TweetNSleep' software. The tweets include various hashtags like #Hawaii, #InternetMarketing, #MarketingSoftware, #FreeAdvertising, #PostYourAds, and #Tutorial, along with links to the software's website. The tweets are timestamped from 14 to 19 minutes ago.

# Twitter Profile

## Good Example

**Tweets** 127K **Following** 326K **Followers** 426K **Likes** 340 **Lists** 14 **Moments** 0 [Edit profile](#)

**Bobby Umar** ✓  
@raehanbobby

4x @TEDx Speaker | Inc Mag Top 100 Heart-Leader, Networking, Personal Brand & Parenting. Author, @HuffingtonPost Writer, TV Host, Comedy Actor, GMAT pro & Daddy

📍 Toronto, Canada, US  
🌐 raeallan.com  
🍷 326 Vine Loops  
📅 Joined November 2009  
🗓️ Born on February 9, 1971  
📷 9,184 Photos and videos

**Tweets** **Tweets & replies** **Media**

📌 Pinned Tweet

**Bobby Umar** ✓ @raehanbobby · Aug 14  
Big highlight @DYPBTO was the All-Star Personal Brands panel! ❤️  
#DYPB17 #entrepreneur #SmallBusiness @superfan\_nav instagram.com /p/BXzKXACF2uU/

**Your Tweet activity**  
Your Tweets earned **56,365 impressions** over the last 24 hours

5PM 5PM  
[View your top Tweets](#)

**Who to follow** · Refresh · View all

**EntrepreneursPro.Com** ...  
[Follow](#)

- Profile name is clear and unique
- Bio is filled out
- Tweets appear to be unique
- Other profiles/websites are linked