

Creating an Effective LinkedIn Profile

LinkedIn is a fantastic tool to help you maximize the effect of your personal brand in your network. It can also be used to help grow your network, research a potential employer, and assist in your job search.

Register your profile with your professional email address.

Do not use an email address that you would not provide to a potential employer. You can use your unomaha email address. If you do not have a professional email address and do not want to use your unomaha email, you can create a free email account on a number of platforms. We suggest you use an email that includes some part of your name. Listed below are some examples:

Lacie Cano: lcano@gmail.com

Rebecca C. Laurier: rclaurier@outlook.com

Robert Cortez: r_cortez@yahoo.com

Ayesha Harris: ayesaharris@aol.com

Create your summary.

This is a perfect opportunity to define your personal brand. What are some of your passions? Career aspirations? Strengths? Achievements? Here are some examples:

Sammi Kaiser, Director at ACDC

A passionate advocate for students and constantly seeking ways to best connect them with opportunities. Always searching for the best ways to create pathways of success, ultimately leading to a purpose-driven life.

Clifton StrengthsFinder Top 5 Strengths:

Positivity - Includer - Woo - Learner - Harmony

MBTI: ENFJ

Specialties:

Coaching - Communication - Creating authentic connections - Developing people - Student development - Student affairs - Teaching - Public speaking - Recruiting – Assessment

Edit your tagline; use something catchy.

Your tagline will automatically fill as your job title of your current position. Instead, edit it to something catchy. This is also important for your personal brand. Use something that will make people want to click on your profile. If you are currently looking for a position, you can also add that to your tagline. Here are some examples:

- Lacie Cano: Inventor, Computer Programming Educator, and Adventure Traveler
- Rebecca C. Laurier: Aspiring Poet | Social & Environmental Activist

Add your education.

Do not add your high school education. Rather add any education pertinent to your career goals. Listed below are some examples you might want to add:

- Certifications
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate

Once you've added your education, you will be able to more easily connect with other alumni from that institution. When you view companies on LinkedIn, you will also be able to see if anyone from your school was hired there.

Professional skills and experience? Add it!

Articulate any relevant skills, professional experience, courses, and projects to your profile. Be diverse! Do you have volunteer experience? Can you quantify any significant results from your professional experiences or projects? Be careful that this does not look like your master résumé. You want your experiences listed here to be relevant to your career goals.

Personalize your LinkedIn address.

We suggest you edit your personal link to something relating to your name. Example for Jane Doe: [linkedin.com/in/janedoe](https://www.linkedin.com/in/janedoe) or [linkedin.com/in/jdoe](https://www.linkedin.com/in/jdoe) or [linkedin.com/in/jane_doe](https://www.linkedin.com/in/jane_doe). Do this by going to your profile. Then, near your name and title, click "See contact info." You will be able to edit your address there.

Upload a professional photo.

Make your profile image a professional-looking photo of yourself. Do not include other people, and make sure it looks somewhat formal.

Start adding connections!

Add people you meet at networking events, your colleagues, professors, classmates, mentors, and anyone else you know on LinkedIn.

- Alyssa Wiese: [linkedin.com/in/alyssawiese](https://www.linkedin.com/in/alyssawiese)
- Sam Zeitner: [linkedin.com/in/sam-zeitner-183662184](https://www.linkedin.com/in/sam-zeitner-183662184)