How to Be LinkedIn: A Step by Step Guide for Juniors and Seniors

1. Go to [http://www.linkedin.com](http://www.linkedin.com)

2. Enter your first and last name, email, and a password, then click on “Join Now”
   a. *Use a professional email, since that’s how connections will get in touch with you. We recommend using “firstname.lastname@gmail” (or other email service), rather than your Albright account.*

3. Confirm your email account.

4. Add your Headline – who are you?
   a. *Many of our students say Student at Albright College or XYZ Major at Albright College to acknowledge that they are still pursuing their academic programs.*
   b. *Start building your professional brand. Perhaps you have had an internship in the field you plan to pursue. Brand yourself as the professional you want to be. For example, Public Relations Professional, based on your internship experience in the field and your career goal within the field.*

5. Add your location and industry.
   a. *Your industry should correlate with your major/career plans. Even if you aren’t sure of your specific job plans after graduation, you should select an industry that is generally in line with where you want to go.*

6. Upload a professional picture of yourself- typically a headshot. No pictures of you with a group of friends. If you must use a selfie, make sure it’s in professional attire with a plain background. Watch for Dr. Pankratz to hold photo hours in the Campus Center.

7. Create your Summary. Think of this as a paragraph about you as a professional. What activities are you involved in? What are you studying? What are your career goals?
   a. *Feel free to add relevant courses you’ve taken and information about research and internships.*
   b. *You can upload presentations, projects, and papers from your classes, too!*  

8. Add your Experience (work history) and Education.
   a. *With your Experience, don’t forget to share details about what you did in your position. Use this opportunity to use accomplishment statements. Start each point with a verb to highlight your skills and experiences.*
   b. *When adding Education information, you do not need to include any high school information.*
9. Give yourself a pat on the back by adding skills - these can include things like Microsoft Office, Social Media, Customer Service, and Communication.
   a. Add as many skills as you’d like, but make sure they are accurate! If you’re going to say you have a certain characteristic, be sure you have an example to back it up.

10. Finalize the details - you can add interests, personal information, languages, volunteer experience, clubs/organizations/athletics and certifications.

11. Let your network grow! Share your profile on Facebook and Twitter, and search your email contacts for connections. Look for family, friends, neighbors, professors, and other professionals.
   a. ONLY connect with people if you know them and they know you. Don’t connect with people unless you have an established relationship with them. Would you be willing to introduce that person to another contact you have? It’s not a contest to see how many “friends” you can have on LinkedIn.

12. Last but not least, make an appointment to meet with a career counselor to review your profile and show you how to use LinkedIn to its full potential.