

## How to Be LinkedIn: A Step by Step Guide to Get Started

- Go to <http://www.linkedin.com>
- Enter your first and last name, email, and a password, then click on “Join Now”
  - *Use a professional email, since that’s how connections will get in touch with you. We recommend using a personal, professional email address or your Albright email.*
- Confirm your email account.
- Add your Headline – who are you?
  - *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.*
  - *Alternatively, you can start building your professional brand and indicate your career goal within your field, for example, Future Social Media Marketer Seeking Internships in Philadelphia*
- Add your location and industry.
  - *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.*
- Upload a professional picture of yourself. Typically a headshot, but must not include other people. If you use a selfie, make sure it’s in professional attire with a plain background.
- Create your Summary. Think of this as your elevator speech in paragraph form. What are you studying? What are your career goals? What are you involved in?
  - *Add relevant courses you’ve taken, and information about research and internships.*
  - *You can upload presentations, projects, and papers from your classes, too!*
- Add your Experience (work history) and Education.
  - *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.*
  - *When adding Education information, you do not need to include any high school information.*
- Give yourself a pat on the back by adding skills. These can include things like Microsoft Office, Social Media, Customer Service, and Communication.
  - *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.*
- Finalize the details. You can add interests, personal information, languages, volunteer experience, clubs/organizations/athletics and certifications.