



Don't Miss The Top 5 LinkedIn Profile Basics!

In only **5 minutes a day** on **LinkedIn**, you can prioritize these things about your profile:

1. Display a **professional photo**:

- Photo requirements: plain background, professional attire and grooming, and do not include other people.
- BB&T Student Leadership counselors will take your photo if you schedule an appointment on CareerGear.

2. Create a **searchable headline**; make those 120 characters count. Utilize a word cloud to determine key terms:

- Proven Leader | Business Analyst | SQL Experienced
- Inventory, Project Management, and Training Experience | Seeking Management Internship
- IT specialist devoted to creating stable, scalable solutions for small business
- Creative Marketer: Social Media & Blogging | Graphics & Video
- Finance graduate specializing in corporate finance and audit

3. Write a **searchable, keyword-rich summary** that sells your skills and experience. Create a word cloud on wordle.net that incorporates multiple job descriptions in order to better understand what employers are looking for and what key terms they use in their searches.

- Entrepreneurial experience obtained from managing marketing, product development, pricing, and revenues and expenses for my own business
- Expert written and verbal communication with customers, team members, and employees
- Creative problem-solver with ability to develop solutions, meet deadlines, and consistently produce results
- Proven management training skills gained through past responsibilities, implementing successful training initiatives, and accolades earned through efficiency, diligence, and meticulousness
- Proven leader with teamwork and management skills gained by relevant work experience and on-campus organizations
- Diverse business interest in marketing, finance, entrepreneurship, supply chain management, venture capitalism, and management consulting fields

4. **Include** all of your work and involvement experiences on your LinkedIn profile. This part of LinkedIn is similar to your resume. Use power verbs, detailed phrases, and quantified information to discuss transferable skills. You can copy everything on your resume to include it here. You can also add other experiences that no longer fit on your resume.

5. **Link** to Michelle Boisclair, Executive Director of the BB&T Student Leadership Center and **follow** employers and thought leaders relevant to your field. **Join groups** of interest including Appalachian Alumni, and WCOB Alumni.

Put your profile to work. Find out how to use LinkedIn to search for a job or internship at:

<http://www.youtube.com/watch?v=VHTE3883ApU#t=135>