

Tips for Creating a Profile

1 Profile Picture & Banner

Your profile picture on LinkedIn can sometimes be the first impression you make to an employer, so follow these tips to make it your best!

Make sure to:

- Dress professionally (think interview attire)
- Have a clear background
- Head and shoulders shot (not full body)
- Use a high quality picture (not blurry, no filters, etc.)

Avoid:

- Cropped group photos
- Snapchat/Instagram filters
- Distracting backgrounds
- Overly corporate stock images

Banner:

Your banner should be your personal brand space. Make sure there is a soft, neutral background. The banner is where you can show personality, career goals, and overall focus.

Profile Picture Examples:



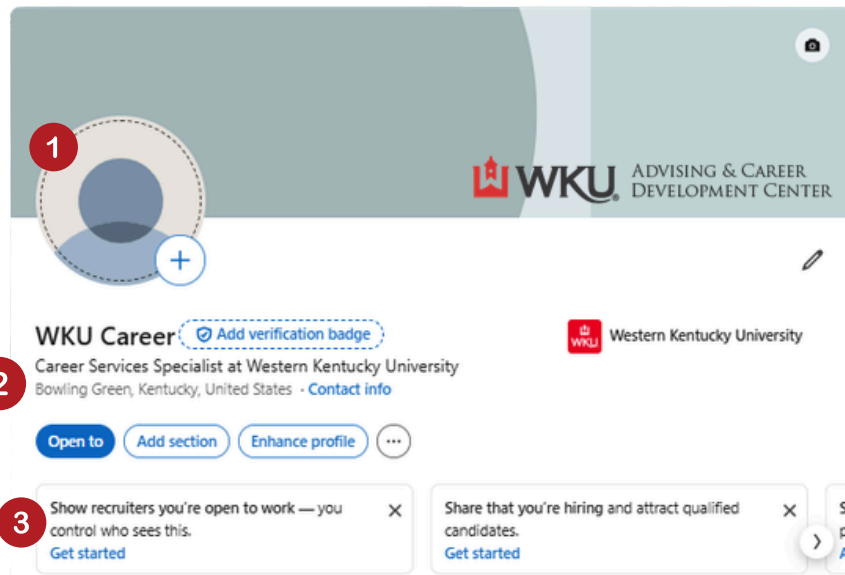
2 Headline

Your headline sits directly beneath your name and should quickly communicate who you are and what you're working toward. If you do not yet have professional experience, focus on your academic path and career interests. Keep it concise and purposeful, similar to a quick introduction of yourself.

Example: "Marketing B.S. | Skilled in Event Planning, Digital Campaigns, and Customer Service"

3 "About" Section

This section is your opportunity to introduce yourself beyond a resume. Share your academic focus, interests, and career goals. Mention the types of opportunities you are seeking and highlight skills you are developing. Use language relevant to your field so your profile is easier for recruiters to find, while still keeping your tone authentic and personable.



4 Experience

Even without full-time experience, you likely have valuable experiences to share.

Internships, part-time roles, volunteer work, and student organization involvement all demonstrate important skills.

Do:

- Use strong action verbs
- Include measurable results

Don't:

- List roles with no context
- Include unrelated experience without transferable skills
- Forget to update with recent roles

EXAMPLE:



Front Desk Assistant
Western Kentucky University · Part-time
Jan 2022 - May 2023 · 1 yr 5 mos
Bowling Green, Kentucky, United States · On-site

In this role I provided outstanding hospitality and assistance to students living within various residence halls. Learning names of residents, checking guests in and out of the building, filing maintenance reports... more

♥ Organization Skills, Hospitality Service and +6 skills

The screenshot shows a resume builder interface with three sections: Experience, Education, and Skills. The Experience section is highlighted with a red circle '4' and contains a job entry for 'Career Services Specialist' at 'Western Kentucky University'. The Education section is highlighted with a red circle '5' and contains a placeholder for 'School' with fields for 'Degree, Field of Study' and '2023 - Present - 2 yrs', and an 'Add education' button. The Skills section is highlighted with a red circle '6' and contains a tip: 'Communicate your fit for new opportunities - 50% of hirers use skills data to fill their roles.' It has fields for 'Soft skills' and 'Technical Skills', and an 'Add skills' button.

5 Education

For students, education is a key strength. Your Education section should clearly outline your academic background while highlighting achievements that connect to your career goals. Be sure to include your institution, degree program, and expected graduation date.

You can strengthen this section by adding relevant coursework, honors, certifications, or academic projects that relate to your field of interest. Keep the information focused and organized, making it easy for employers to quickly understand your academic experience.

6 Skills

List skills that align with your intended career path. Reviewing profiles of professionals in your field can help you identify relevant ones to include. Aim for a solid list that reflects both technical and transferable skills. Once added, ask peers, professors, or supervisors to endorse your abilities to strengthen credibility.

Do:

- Include a mix of technical and soft skills
- Tailor skills to your career interests/industry
- Keep it relevant and updated

Don't:

- Add random or outdated skills
- List too few (aim for at least 8–12)
- Include overly vague skills without context (like just “hardworking”)



Final Steps

7 Request Recommendations

Recommendations provide insight into your work ethic and character. Reach out to individuals who can speak to your strengths, such as instructors, supervisors, or teammates. A thoughtful recommendation can help distinguish you from others with similar experiences.

8 Add Certifications and Involvement

Include any certifications, online courses, or training programs you have completed, as well as volunteer work and extracurricular activities. These experiences demonstrate initiative, curiosity, and a commitment to growth. Participation in student organizations can also highlight leadership and teamwork.

9 Build Your Network Intentionally

Start connecting with people who can support your growth, including classmates, faculty, alumni, and professionals in your field. When sending connection requests, include a brief, personalized message explaining your interest in connecting. This helps establish more meaningful relationships.

10 Stay Active and Engaged

Creating your profile is just the beginning. Maintain an active presence by interacting with posts, sharing relevant content, and highlighting your own experiences or accomplishments. Consistent engagement keeps you visible and demonstrates your interest in your field.

A strong LinkedIn profile is more than an online resume it is a dynamic tool that reflects your growth, interests, and professional direction. By investing time into building and maintaining it, you position yourself for valuable connections and future opportunities.



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