

TIPS FOR AN EFFECTIVE LINKEDIN PROFILE

Profile Picture A good headshot makes a strong first impression.

- Use a clear, high-quality, well-lit photo with a neutral background
- · Dress for your industry, avoid selfies, group photos, or overly casual images.

Heading

A short tagline under your name summarizing your professional identity or goals

- Keep it concise
- Highlight your role or goal by using relevent keywords; avoid generic terms like "Student at CSI"

About

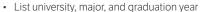
A brief narrative showcasing your story, skills, and ambitions



- Write 1-2 paragraphs including your major, passions, and achievements
- End with a call to action (e.g. "Let's Connect!")

Work and Education Experience





- Add internships or jobs with key achievements
- Use action verbs, quantify impact (e.g. "Boosted sales 15%")
- Include relevant coursework if experience is limited

Skills Showcase your key competencies and expertise



- List 5-8 relevant technical and durable skills (e.g. "Microsoft", "Teamwork")
- Update skills regularly to reflect growth
- · Ask classmates or professors to endorse your top skills to boost credibility

Network Building Tips:



Strategies to grow meaningful professional connections.

- Target Audience: Connect with professionals in your field
- Optimize Profile: Keep it complete and professional
- Share Content: Post relevant articles or insights
- Avoid Negative Posts: Maintain a positive, professional tone
- Grow Connections: Personalize requests and attend events

For more assistane contact us at wblc@csi.edu | 208-732-6303 | wbl.csi.edu







