



# 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 relevant 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



*A timeline of your academic and professional journey*

- List university, major, and graduation year
- 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