**EXERCISE 3A - Creating Your LinkedIn Profile**

**Instructions:**

The following guidelines will help you get an active LinkedIn account online. Make sure to go through each of the steps and get ‘something’ up. Don’t let perfect get in the way of better – you can go back later and fix/tweak until you’re satisfied. Check off the boxes when done! ☺

Step 1: Basic Set Up

* **Register your account with LinkedIn** (if you do not presently have an account).
* *Optional: sign up for a ‘premium’ account to access LinkedIn learning and to have prioritization in job application submittals.* **(your decision)**
* **Create your custom URL** – should be your name: it’s easier to find.
* **Set your account as “Open to New Opportunities”**
* **List 5-6 job titles and geographic areas you’d be interested in working in**

Step 2: Who Are You? (Download **3A Instructions** for more detail)

* **Upload a professional picture of yourself.**

*Best practice reminders: should be current (not 10 lbs ago or 5 years ago); make sure it’s just you (don’t crop others out, it’s noticeable); and make sure you look happy, professional and welcoming.*

* **Create your compelling 120-character headline.**

*Best practice reminders: should be interesting and attention grabbing. Pack this with keywords, to appear in more searches. Good place to start: “I help companies…”*

Step 3: All About You

* **Write your “About Me” Summary.**

*Best practice reminders: this is your ‘why me’ approach. Sell yourself here with keywords, accomplishments, and other special qualities you wouldn’t see on a resume. What sets you apart? Why are you the perfect fit? What do you bring to an organization. This is your place to shine! Use the space below to draft ideas.*

Step 4: Job History

* **Add all of your relevant work experience to the Experience section of the page.** (This should be largely a cut and paste from your Resume.)

*Best practice reminders: pull key words from ‘desired’ job postings to match your profile. This will help you bypass ATS gatekeepers. Add quantifiable results to show value.*

* **Add any relevant volunteer experience that relates to your goal positions or past work.**

*Best practice reminders: if relevant, use this to help show experience in areas where your previous positions may not have helped you meet qualifications for jobs. Use Applicant Tracking System (ATS) keywords here and show value in the role(s).*

Step 5: Skill Sets & Endorsements

* **Add skills, certifications, and knowledge to your profile.**

*Best practice reminders: look through ‘desired’ job postings and match your skills to your profile. Make sure you have the skills you’re listing!*

* **Reach out personally to prior connections to ask them to leave you an endorsement on your LinkedIn profile, based on prior work experience.**

*Best practice reminders: in your ask, list what you specifically want them to say. Not all may agree, but this will give them a starting point to write if they follow through.*

**Congratulations! You’ve completed Exercise 3A It’s time to listen to Presentation 3B: *Make LinkedIn Work for You***