

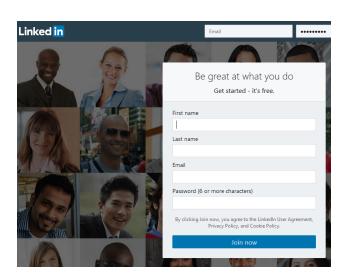
Creating and updating your LinkedIn profile throughout your academic career will set yourself up for success in your future career in Public Health.

- You can showcase the skills, knowledge and experience you gain throughout the program
- Individuals use LinkedIn for professional networking, connecting, and it's a terrific site for job searching as well as building your career.
- Companies use LinkedIn for recruiting and for providing company information to prospective employees.



Below are a few key steps to start creating and updating your profile.

1. Go to linkedin.com and start your profile:



Select the basic profile, no need to register for the premium profile at this time.

- The basic account features messaging, profile creation, and ways to apply to job postings are included in the free membership.
- A Premium Account has added features and resources to expand your online presence and branches into four subcategories including "job seeker", "sales navigator," "recruiter lite," and "Business plus."

As soon as you log in, you'll be able to start using LinkedIn to connect, to network, and to add your academic information.



Create a Custom URL

- On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you'll see a Public Profile URL.
 - Click "Edit" next to the URL, and specify what you'd like your address to be. When you're finished, click Set Custom URL.
 - Examples:
 - FirstNameLastName
 - FirstName.LastName
 - FirstNameMiddleNameLastName
 - FirstName.MiddleName.LastName
 - Anyothercombinationyoucomeupwith
- This address will go on your resume / CV and other professional documents so we suggest that you create a URL that is professional in nature and easy to remember if possible.

2. Choose Your Photos

- Your profile picture is your calling card on LinkedIn it's how people are introduced to you
 and (visual beings that we are) it governs their impressions from the start.
- Make sure the picture is recent and looks like you, make sure your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!
- Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.
 - As you are considering a career in public health, you may want to consider images that reflect an area of health you care about.
 - Free image ideas can be found online, just make sure there are no copyrights.

3. Add Your Headline Image

- Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. Add that you are a student, your current job, and any fun ideas that help others know who you are.
 - You can add up to 120 characters in this field so feel free to be creative!
 - You can add icons, simply copy and paste into your profile but remember, a couple of icons go a long way!



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Borders:





4. Turn Your Summary Into Your Story

- Your summary is your chance to tell your own story so don't just use it to list your skills or the
 job titles you've had. Try to bring to life why those skills matter and the difference they can
 make to the people you work with. Don't be afraid to invest some time, try a few drafts, and run
 your summary past people you know. This is your most personal piece of content in the profile –
 and it's worth the effort.
 - This is a 2,000 character max section so less is usually more and less frustrating to write!
 - If you are at a loss for words to write, review profiles of people you admire and see what they've written for inspiration.
 - Be warm and welcoming.
 - Use the first person. Think "I'm a lifelong learner..." not "Heather Palow is a lifelong..."
 - Market yourself as a high performer in your summary and experience section (think action words, accomplishments, talking about times you've been promoted or hand-picked for projects).
 - Avoid buzzwords, try and be creative!

5. Add Experiences and Information to the Additional Sections

- Go through the experience section and other sections of the profile and add what you can to each one. This will take time but PLEASE don't just copy and paste your resume.
 - Make sure your experience section is fleshed out with bullet points that describe what you did, how well you did it, and who it impacted.
- List all of your relevant skills you can add a total of 50 of them.
 - Scroll through the list of skills and identify all of those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary.
 - Public Health is a pre-populated skill add it!

- Add Projects, Volunteer Experiences, Languages, etc.
 - Do you speak Mandarin? Have a project management certification? Volunteer for Dress for Success every weekend? Adding these "additional" profile features (listed on the left when you're editing your profile) is a great way to showcase your unique skills and experiences and stand out from the crowd.

6. Request and Receive Recommendations

Recommendations are personal testimonials written to illustrate the experience of working with
you. There's a handy drop-down menu in the Recommendations section of your profile that
makes it easy to reach out to specific contacts and request recommendations. Take the time to
think about who you would most value a recommendation from – and personalise your request.
It's worth the extra effort.

7. Share Education and Work Collateral

- Share case studies, videos, course presentations, photos, and other content that helps show what the coursework you are doing and the businesses you work for are all about.
- This helps demonstrate passion, commitment, and helps people to understand what makes you tick.

8. Follow Others

- Find Companies that sound interesting to you and follow them.
 - Examples:
 - Center for Disease Control and Prevention
 - Departments of Health
 - Modern Healthcare
- Find Groups and join them. After you've been a part of them awhile, participate in their discussions.
- Add schools that you care about.
 - Example:
 - University of Vermont
 - The Robert Larner, M.D. College of Medicine at the University of Vermont

9. Edit Your Privacy Settings

- You can tailor your privacy settings to showcase if you are looking for a job or not you
 might not want your boss (if you're working while in school) to see that you're looking for
 opportunities.
 - The privacy settings are easy to find: Just sign in, and then select 'settings' from the drop-down menu, where your name appears in the upper right-hand corner.

10. Spend 15 Minutes a Month Updating Your Profile



• Add a reminder to your calendar every month to spend 15 minutes updating a section or two of your profile. This is your electronic portfolio and should be kept up-to-date.