



LinkedIn is an excellent way to both explore career options and build your network

Creating Your Profile

PICTURE

Select a profile picture that presents you as a professional. It should be a nice picture of just you.

HEADLINE

Your headline should describe either your current position or your status as a student. As a student, consider writing something along the lines of "Aspiring (insert desired occupation)" or "Student at University High School."

URL

Customize the URL associated with your profile so you can include the link on your resume, business cards, or email signature. In editing mode, click on "Edit" next to the link below your profile picture. Then click on "Customize your public profile URL" on the right side of the page. It's a good idea to create an easy URL based on your name .

SUMMARY

Include a brief description of your outstanding qualifications and achievements. Be specific about these qualities; list specialized strengths and accomplishments. Make the reader want to keep scrolling down to learn more.

EXPERIENCE

Your experience section should be the same as what is listed on your resume (see CCC Resume Guide). Utilize action verbs and bullet points to describe your responsibilities and accomplishments.

EDUCATION

List University High School and your expected date of graduation. You can include relevant classes in the notes section.

SKILLS/KEYWORDS

Include skills related to your classroom and extracurricular experiences.

Connections

After creating your profile, you should connect with the people you know. LinkedIn connections are different than other social media connections in that they should be focused on your professional network. Along with connecting with friends and family, you should also invite current and former co-workers, supervisors, teachers, counselors and coaches to connect. Be sure to customize your invitation with a message that reminds them of how you know them.

Groups

Joining groups allows you to share content, find answers to questions, and create professional connections with people in your fields of interest. Beneficial groups to join include professional associations and interest groups.

Research

Search for people in your industry by typing keywords in the search box. You can narrow the results by different categories including location. "2nd Connections" will show you who your network knows so you can be introduced to someone you're interested in connecting with. Peruse others' profiles to discover typical career paths and keywords in the industry. Ask for an informational interview to gain further knowledge about the industry (see CCC Informational Interviewing Guide). Glance through the profile of the person interviewing you to get a feel for what they're all about.