Creating an Effective LinkedIn Profile

LinkedIn is a fantastic tool to help you maximize the effect of your personal brand in your network. It can also be used to help grow your network, research a potential employer, and assist in your job search.

Register your profile with your professional email address.

Do not use an email address that you would not provide to a potential employer. You can use your unomaha email address. If you do not have a professional email address and do not want to use your unomaha email, you can create a free email account on a number of platforms. We suggest you use an email that includes some part of your name. Listed below are some examples:

Lacie Cano: lcano@gmail.com   Robert Cortez: r_cortez@yahoo.com
Rebecca C. Laurier: rclaurier@outlook.com   Ayesha Harris: ayeshaharris@aol.com

Create your summary.

This is a perfect opportunity to define your personal brand. What are some of your

Add your education.

Do not add your high school education. Rather add any education pertinent to your career goals. Listed below are some examples you might want to add:

Certifications
Associate's Degree
Bachelor's Degree
Master's Degree
Doctorate

Once you've added your education, you will be able to more easily connect with other alumni from that institution. When you view companies on LinkedIn, you will also be able to see if anyone from your school was hired there.

Professional skills and experience? Add it!

Articulate any <u>relevant</u> skills, professional experience, courses, and projects to your profile. Be diverse! Do you have volunteer experience? Can you quantify any significant results from your professional experiences or projects? Be careful that this does not look like your master résumé. You want your experiences listed here to be relevant to your career goals.

Personalize your LinkedIn address.

We suggest you edit your personal link to something relating to your name. Example for Jane Doe: linkedin.com/in/janedoe or linkedin.com/in/jdoe or linkedin.com/in/jane_doe.