




DEVELOPING YOUR **Linked**

JOIN NOW (www.linkedin.com)

- Enter your name, email, & password
- Confirm your email, and start building!

UPDATE YOUR SETTINGS

- Privacy and Settings → Privacy → Sharing Profile edits
 - Toggle sharing to “no” no  yes
- Personalize your URL
 - From profile, click 
 - Click the pencil and edit URL 

ESTABLISH YOUR PERSONAL BRAND

- Upload a professional picture
- Create your headline
- Write an attention catching summary
 - Who you are & where you’re at
 - Where you are going
 - Relevant skills for the industry

ADD YOUR SKILLS AND SEEK ENDORSEMENTS

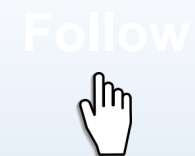
- Select skills that apply to your past/current positions. Think “**industry relevant**”
- Endorse your connections, and they endorse you

UPDATE EXPERIENCE & EDUCATION

- Paid & unpaid experiences
- Volunteer experience
- Use bullet points (copy from your resume)
- Expand what’s on your resume with more bullets and media attachments
- *Ask yourself: What new information will the employer find here that’s not on my resume?*

FOLLOW COMPANIES & ORGANIZATIONS

- Follow UW Bothell!
- Follow companies, non-profits, and other organizations you are interested in working at or learning more about
- Keep an eye out for interested articles and job postings from the groups you follow
- Stay active — spend 30 minutes a week interacting/job searching LinkedIn



HELPFUL RESOURCES

- Visit www.university.linkedin.com to find checklists and tip sheets—made by LinkedIn, for students
- Make an appointment with Career Services to get your profile reviewed by an Assistant Career Advisor
 - www.uwb.edu/careers/appointments

