

LinkedIn is a professional social media platform that can be thought of as an electronic business card. This tool can provide employers with a summary of your professional experience, capabilities and interest. A strong profile can be the differentiator in the job market. Go to www.linkedin.com/ and begin creating your account following these steps:



Step 1: Include a professional headshot and background image

- **Headshot Photo:** Add a professional photo with only you in the picture.
- **Background Image** (optional): Your background should reinforce your personality, communicate your value, skills, and professional identity.
- Be sure to book an appointment with Career Services to schedule your headshot using the QR code to the right.



Step 2: Create a unique headline

- **Think of this as your slogan.** What do you want a future recruiter, employer, or co-worker to know about you. Below are some examples:
 - Finance Student and Aspiring Financial Advisor
 - PR and Marketing Major Interested in Social Media Advertising
 - Aspiring CPA studying Accounting
 - Economics Student and Founder of [Student Organization name]



Step 3: Include a professional overview of yourself

- **Use this to stand out by sharing how unique you are as a professional.**
 - What experiences do I have that I can highlight?
 - Include key terms employers might search for (e.g., graphic design, data analysis)
 - For more information to write a great summary statement, use the QR code to the right.



Step 4: Create a unique URL

- **Customize your LinkedIn URL to be more clear and look nice on a card or resume.**
- View profile → Edit public profile and URL → Edit URL



Step 5: Add job preferences

- **Include the location, type of jobs you are seeking, and include what job title you want.**
 - This will tell recruiters what you are open to.



Step 6: Include your background and accomplishments

- What jobs, volunteer work, projects, and experience have you had? Write a short summary of these and the accomplishments that came with them.
- Focus on skills you've learned and experience you gained, rather than a formal list of responsibilities. Also show how these have impacted your professional development and your future goals. Make yourself unique.
- Make posts on LinkedIn to share even more!



Step 7: Use your school

- **Include the following:**
 - Universities/Institutions: Texas State University
 - Your degree with its description
 - GPA (give # if it is good), and
 - Extracurricular activity



Step 8: Skill set

- **Look at jobs you want and include keywords from those postings to help recruiters find your page.**
- Use Phrases like: Microsoft Office, Financial advising, Communication, Leadership.



Step 9: Follow accounts and join groups!

- Type "Texas State University" into the LinkedIn search bar
- Follow any people/groups that you relate to.
- Follow the McCoy College of Business and the MCSSC Student Business Council for important updates.



Step 10: Extra help

- Filter your searches when looking for jobs/internships
- Follow Alumni that work in the field/at the company you wish to also
 - Reach out and ask for tips to make it to where they are!

Texas State University

Texas State University is creating what's NEXT.
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