

LinkedIn Profile 101

The 3 Most Important Things



Why LinkedIn?

- You can connect with over 12,000 UNC Asheville alumni and over 467 million people worldwide. Search LinkedIn for “University of North Carolina Asheville”
- You can connect with over 4,000 UNC Asheville alumni who work in the Asheville area, alumni working in almost every city in the US, and even many international alumni
- You can get inside information from professionals in your field
- Your **LinkedIn** profile can feature much more information than your resume including photos, videos, documents, and portfolio work

1

The Photo: The first impression

- Adding a profile picture = 14x more profile views
- Recruiters spend 19% of their time viewing profile picture

Photo tips

- Dress professionally
- Smile
- Consider a professional headshot (or a friend with a nice camera)



NO.



YES!

2

The Headline: Your 5 second professional introduction

- What are you looking for?
- What do you offer?
(Skills, expertise, knowledge, education)

Sales Associate at Gap



But what are you looking for?

Better: Aspiring Health and Wellness Educator with 2 years of fitness instructing experience.

Seeking opportunities in Health and Wellness field



But what do you offer?

Better: Psychology Graduate specializing in survey design. Interested in market research and analysis.

Your Headline: _____

Leah Shapiro
Editing, Content Creation & Public Relations Specialist
JB Media Group • University of North Carolina at Asheville
Asheville, North Carolina • 500+ connections

Message

Hi, I am a writer, editor, and creative creature living among the beautiful mountains of Asheville, North Carolina. After five years in magazine publishing, I switched to the ever-changing industry of digital marketing to continue my fight for the standardization of the Oxford comma. I continue to wade into journalism with freelance opportunities. When I'm not tapping away on my keyboard, I volunteer as a crisis advocate with Our VOICE's rape crisis line and as a one-on-one ESL instructor with a native Spanish speaker through the Literacy Council of Buncombe County. I'm also active with Planned Parenthood as a member of the Legislative Watch Team and Democracy NC as an advocate for putting an end to gerrymandering. I have co-created a zine called Friends with PUNefits with my dear friend Danny Resner and you can find us dishing out our punny parcels at zine fests across the country.

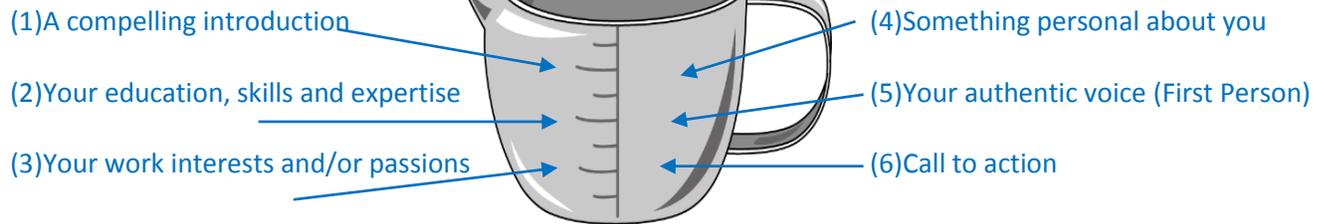
// View my work online at www.shapirowrites.com //

I'm available for freelance. Feel free to drop me a line or two!

3

The Summary: Your 30-second professional introduction

The 6 key ingredients:



Summary Example:

(1) During my work as a (2) victim advocate and as (2) a Psychology major at the University of North Carolina Asheville, I’ve found that too many victims of violent crime are not served by our legal system. (3) It is my mission to continue to serve victims while working to improve the support systems in our local communities.

(2/5) I’ve found that the challenging responsibilities I have held could only be managed by an individual with resolve. This dedication and attentiveness are essential principles needed to improve not just a single community, but society as a whole. Without enthusiasm, patience and some degree of positivity, we cannot bring about the change that is needed to better the lives of those who seek our aid.

(6) I’m seeking opportunities where I can support victims, and advocate for positive change in our community. Feel free to contact me via email at myemail@email.com and follow my blog at myblog.wordpress.com.

(2) Specialties: Victim Advocacy, Writing for a cause, Public speaking, Community research

(4) In my free time, I am an avid photographer, hiker and gardener. Considering viewing a portfolio of my favorite photos at: myoutdoorportfolio.wix.com

Your Summary:

Want help with your summary? The Career Center can help.

Connect with UNCA alumni, Local Professionals and the Career Center by joining the following groups:

- UNC Asheville Career Connection
- UNC Asheville Alumni Association

