

LinkedIn:

Making a Good Impression



Why LinkedIn?

- You can connect with over 8,000 UNC Asheville alumni and over 347 million people worldwide
- You can get inside information from professionals in your field
- Your **LinkedIn** profile features more information than your resume and can reach more people

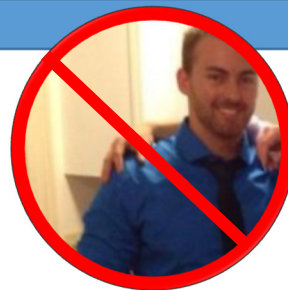
1

The Photo: The first impression

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

Photo tips

- Consider a professional headshot
- Dress professionally
- Smile



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.

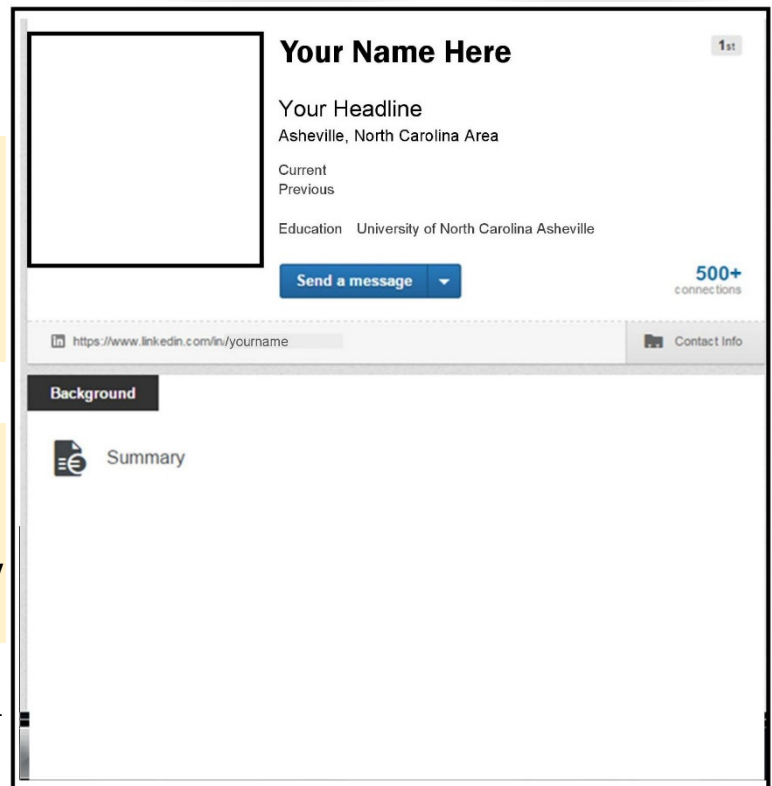
Seeking opportunities in Health and Wellness field



But what do you offer?

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

Your Headline: _____

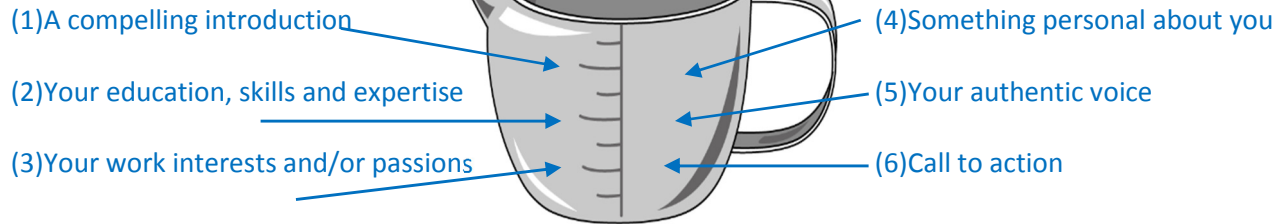


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3

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 us on LinkedIn at UNC Asheville Career Connection!

Start Up
Your Future

UNC Asheville
Career Center