**Tips and resources for updating or getting started on LinkedIn**

*Adapted from a Notre Dame resource created by Erik Oswald*

1. Feel free to send me a connection request (<https://www.linkedin.com/in/jessica-velez/>). Then try to connect with a number of people ten times your age (won't happen overnight, chip away at it).
2. You can modify the URL for your profile. Here’s how: <https://www.linkedin.com/help/linkedin/answer/87>
3. Include a professional headshot.
4. Consider adding a background photo that somehow represents your professional identity. Look at profiles of people in your field for inspiration and ideas.
5. The default tagline will be your job title and organization. Modify it to include keywords about how you want to be known, or write a phrase identifying the impact you’re making through your work. Check out this article for more tips and examples: <https://www.jobscan.co/blog/impactful-linkedin-headline-examples/>
6. After your tagline, the About section is your next chance to influence how people think of you when viewing your profile. LinkedIn's new profile layout only shows the first 220 characters or something like that, so make sure the first couple of sentences are the most important in case that's all people see (they can expand their view to read more if you've caught their attention). Keep in mind that LinkedIn is not just about you. It should really be about what you can do for those who might consider hiring you. And if your tagline indicates who you are or what you’re doing, the About section explains how that plays out in real life. Check out this article for inspiration. <https://www.jobscan.co/blog/linkedin-summary-examples/>
7. Consider using the Featured section to add some media to enrich your profile. Feature your best articles, posts, documents, posters, reports, data visualizations, websites, videos, or presentations. Don’t just say it, display it!
8. Add info to your work experiences so convey what you accomplished (ideally related to your future roles). Use bullets or short paragraphs to make it easier to skim. Feel free to copy/paste bullets from your resume.
9. Add skills and start to get endorsed by people for them. The fastest way to do that is to endorse the skills of your connections so that they're motivated to endorse you back. Skills and endorsements are used by LinkedIn's algorithms to help people & recruiters find you in searches.
10. Another really valuable part of your profile is recommendations. If someone writes 3-4 sentences about what a great job you did on a project or in their class, other employers will see you as a valuable addition to their team. Like endorsements, the fastest way to get recommended is to recommend the work of others. While endorsed skills help you appear in employer search results, recommendations hold more value in the eye of actual readers, because your recommenders took time to sit down and write a few sentences rather than simply push a button. NOTE: these are short (3-4 sentence) recommendations, not an entire letter of recommendation or anything like that. Erik Oswald (ND Graduate Career Consultant) has several recommendations on [his profile](https://www.linkedin.com/in/erikoswald/) if you want to see what they look like.
11. You can also add a variety of other information to your profile. As you scroll down your profile, an “Add New Profile Section" dropdown menu appears. Under the Recommended and Additional categories, you could add publications, projects, awards, languages, organizational memberships, etc. Chip away at your profile over time, though, don't feel like you have to add everything all at once.
12. Be sure to join LinkedIn groups as well, including your university’s alumni network if they have one, alumni groups from your other educational institution(s), and groups related to your professional and academic interests. Groups are one way to stay connected to other professionals in your fields, and offer an additional means for messaging people you're not connected to (<https://www.linkedin.com/help/linkedin/answer/119257>).

More info on LinkedIn can be found on Notre Dame’s website at: <https://gradcareers.nd.edu/application-process/linkedin/>