**UNIT 4 ASSIGNMENT: BUILD A PROFESSIONAL LINKEDIN PROFILE**

Use the following template to craft a professional LinkedIn profile for the Unit 4 assignment.

**Write an informative profile headline.**

Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas in PG Career Network.

**Pick an appropriate photo.**

LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

**Show off your education.**

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

**Develop a professional summary.**

Your Summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

**Fill “Skills & Expertise” with keywords.**

This section is the place to include 3-5 keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.

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**Show your connectedness.**

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

For this assignment, list 3-5 professional groups you would like to include in your profile. Here is a good [resource](https://jobstars.com/professional-associations-organizations/) (<https://jobstars.com/professional-associations-organizations/>) the lists many of the professional organizations by industry.

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**Share your work.**

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

For the Unit 4 Assignment, include 1-2 (or more) accomplishments or work. Include samples of your work in the Assignment Word template and upload as one file. This can include work from your previous classes such as papers, presentations, videos, etc. Additionally, think about projects you have done in volunteer positions, your current or past jobs, awards and honors.