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

**Name:**

**Date:**

Use the following template to craft a professional LinkedIn profile for the Unit 4 assignment. Leave the headings in bold, and remove the information below in parentheses when you add your own information.

**Headline: 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.)

**Photo: Pick an appropriate photo.**

(LinkedIn isn’t Facebook. Insert 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!)

**Education: 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.)

**Summary: 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.)

**Skills and expertise: Fill “Skills & Expertise” with keywords.**

(This section is the place to include 3-5 keywords and phrases that recruiters search for [i.e. Successful multitasker, Fluent in English, Russian, Spanish, and French]. 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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**Connectedness: Show your connectedness with groups.**

(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/>) that lists many professional organizations by industry.)

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**Examples of work: Share your abilities.**

(First, write a paragraph discussing your work abilities. This will be a one paragraph professional summary detailing your work experience. This will include a summary detailing your work experience, volunteer experience, awards, recognitions, projects completed, and professional interests.

Second, you will include two actual examples of your writing, design work, or other accomplishments on your profile, where you can insert rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

This can be projects completed, designs created, work recognition and awards, and even work from your previous classes such as papers, presentations, videos, etc. There should be no links or embedded attachments. The information should be copied and pasted directly into this document, or you can take a screenshot and insert the image.)