



There are many ways that faculty can incorporate cross-disciplinary integrative learning assignments in their courses; one such way that will benefit all students (regardless of college/major) is by creating a career-ready online presence via the number one professional social networking website in the world,

LinkedIn. The following assignment is intended to serve as an example of a “high impact practice” that has sustainable benefits beyond the scope of your academic course.

## The Top 10 Things Your LinkedIn Profile Must Have

Business Insider has reported that, “94% of job recruiters use social media, in particular LinkedIn, to fill open positions.” The following “Top Ten” list is a guide for UCF faculty and students alike, regardless of major, to aid you in both finding employment and networking with like-minded professionals; and the best part is, it’s free!

### 1. A Professional Photo

First impressions are important. LinkedIn is a gateway for it’s users to engage in a little impression management before prospective employers perform their due diligence on you. That’s why it’s important to post a professional photo to your profile. Conversely, if you do not have a posted photo, you may come across as a non-active user and thus risk the chance of losing credibility.

### 2. Customize your Public Profile URL

It’s very easy to customize your public profile URL. With a concise LinkedIn URL, you’ll be able to easily “copy & paste” it on your resume, business cards, email signature block, and personal website. No one wants to read a URL that has a hundred characters and symbols behind it.

### 3. Complete the Summary Section of your Profile

The summary section is your chance to signal to the professional world who you are, what you’re good at and what opportunities you are seeking. It also demonstrates your ability to write (which is still a coveted skill). People are on your page because they are interested in learning about you, so be sure to distinguish yourself from your company. Recruiters visit your page because they are procuring additional information about you (and your candidacy) that may not be captured in a traditional resume.

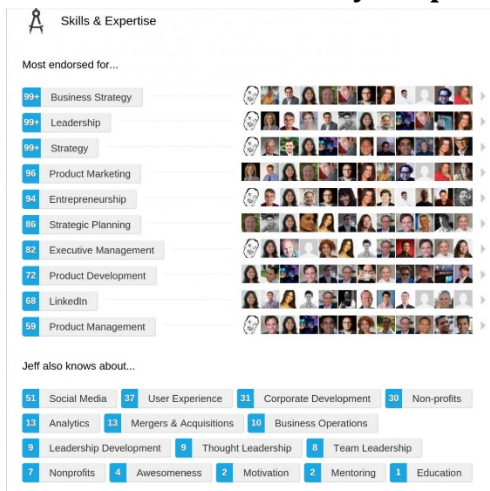
4. **Add your *Education* details, current *Employment* position(s) & previous *Work History* (including Internships)**

This section should be populated with all of your academic, professional and internship experience. But go beyond just listing what you've done; add a job description for each piece that clearly outlines the knowledge, skills and abilities you've obtained. However, be sure not to have conflicting information on your resume.

5. **Show Work Samples (academic and/or employment)**

Unlike the traditional resume, LinkedIn allows their users to showcase a media portfolio of all your academic and work related projects. What better way to demonstrate the application of a user's soft and hard skills! Just be sure to post your best work! You can also "tag" your team members if they too have a LinkedIn profile.

6. **Add at least 10 skills to your profile and get endorsed for your skills.**



Ask for skill endorsements from your peers, faculty and employer. These peer endorsements reveal themselves on your personal profile and can serve the purpose of signaling additional value to potential employers (Weinberger 2016).

7. **Connect with at least 50 peers and professionals (that you actually know)!**

However, ALWAYS personalize each connection request with a short message. By building your LinkedIn network and

adding connections, you'll be able to message people that work at the company you're interested in.

8. **Solicit Five Written Recommendations - three from peers and at least two from faculty or current/previous employers.**

Social proof is a great way to win over new employers. Earning a *LinkedIn Recommendation* provides you with additional credibility as it relates to your accumulated knowledge, skills and abilities; it's proof of concept! Interested employers will read about your ability to demonstrate both hard and soft skills and should feel better about bringing you on-board for an interview.

## 9. Add “Honors and Awards” (if applicable) and your “Certifications”

Here’s where you can really shine. LinkedIn allows their users to showcase their awards and professional certifications earned. Don’t

Prezi Essential Training  
Lynda.com, License 965B4E  
July 2016 – July 2016



Up and Running with LinkedIn  
Lynda.com, License DC6D42  
July 2016 – July 2016



have any “certifications?” Well, you’re in luck because of UCF’s partnership with Lynda.com (which happens to be owned by LinkedIn) provides it’s faculty and students the opportunity to earn certifications to everything Microsoft Excel to CAD to Photography! For every Lynda.com course you complete, you can easily add a “badge” of completion in your LinkedIn profile for all to see.

## 10. Check your Network Updates (or share your own)

*Network Updates* are basically LinkedIn's version of the Facebook News Feed. Check your Network Updates often for a snapshot of what your connections are up to and sharing, or share updates of your own, such as noteworthy content related to your industry/career, content you've created yourself, etc. While LinkedIn is a social networking platform, remember it's THE professional social networking website so don't post anything that could be construed as unprofessional. As a general rule of thumb, avoid posting about these topics: political issues, religious posts, sales pitches, etc.

### References

<https://www.linkedin.com/pulse/20140708162049-7239647-16-tips-to-optimize-your-linkedin-profile-and-enhance-your-personal-brand/>

<http://time.com/money/5077954/linkedin-profile-tips-resume/>

<https://www.inc.com/larry-kim/22-top-tips-to-effectively-raise-your-profile-on-linkedin.html>