

Avoid LinkedIn Blunders: Prepare Students to Market Their Job Skills!



Use a Professional Photo

No selfies, kids, pets, clipart, clutter, or freaky photos!

Provide a Concise Headline

Don't list "Unemployed" or include personal information

Connect

Message

More...

Sally Smith

Assistant Director of Marketing

Describe What's Unique About You

What do you want people to remember about you?

About

Describe your unique value proposition in a professional, persuasive, and concise way.

Persuade Readers

Don't just describe your skills! Convince people your work is valuable. Get an internship or do volunteer work (if needed).

Experience

- Include concise, persuasive descriptions of your job experience.
- Use action verbs (e.g., "Built high performing teams," "Increased sales by 20%," "Launched new product line").
- Avoid predictable phrasing (e.g., "Responsible for," "Oversaw," or "Managed").

PROOFREAD!

Spelling and grammar mistakes communicate that your work is sloppy.