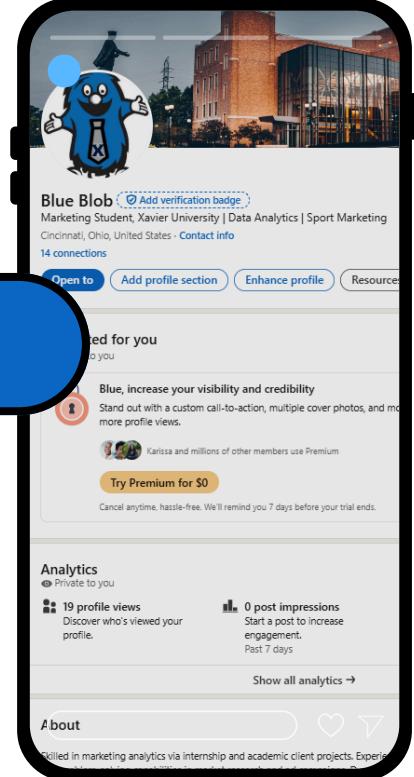




Profile Blue(Blob)print

Your Personal Brand

A curated reflection of your professional identity that tells the world who you are, what you stand for, and where you are headed in your career.



Headshot

First impression:

- Clear, well-lit, neutral background
- Friendly smile
- Shoulders up

Banner Photo

Include a unique banner photo that reflects who you are/ where you want to go:

- Business card-style
- Industry-specific graphic
- Xavier University image

Headline

Utilize keywords related to your current or desired role/ field:

- Major
- Expertise areas
- Current or desired roles

About

Opportunity to expand on headline and highlight your value:

- Skills and specializations
- Accomplishments
- Career goals
- Your *brief* story

Add Profile Sections

EDUCATION: Xavier University, degree (Bachelor of Science, Bachelor of Arts, etc.), major, minors, graduation year

EXPERIENCE*: Internships, part-time jobs, leadership roles in clubs/ organizations

PROJECTS*: Course projects where you engaged in practical application of knowledge to create a deliverable or research a topic

COURSES: Courses related to your field of study

SKILLS: ~20 relevant technical and durable skills

***Include Action Statements:**

WHAT + HOW + WHY/ RESULT

Focus on accomplishments and quantifiable results





Active Usage & Engagement

Like, Comment, Repost

- Engage with posts from connections & followed companies
- Demonstrate interest and knowledge in the field

Establish Connections

"My Network" Tab

Xavier Students & Alumni

Industry Professionals

Connection Requests

with a Note:

- 3 per month, 200 characters (without LinkedIn Premium)
- Be strategic
- Who: Recruiters, industry professionals, informational interview requests

- Companies within industries of interest
- Companies applied to
- Professional content creators

FOLLOW

- Join groups related to major/ field
- Join groups current connections belong to



Create Posts

Share accomplishments, projects, content related to your major/ field, event recaps, and milestones.

Include photos, documents, links, etc.

Tag the appropriate parties involved.

Boosts visibility and further establishes your brand



*LinkedIn is beneficial when users **optimize their profiles** with keywords and accomplishments, **post** unique content showcasing value, and **productively engage** with companies and organizations related to professional interests.*