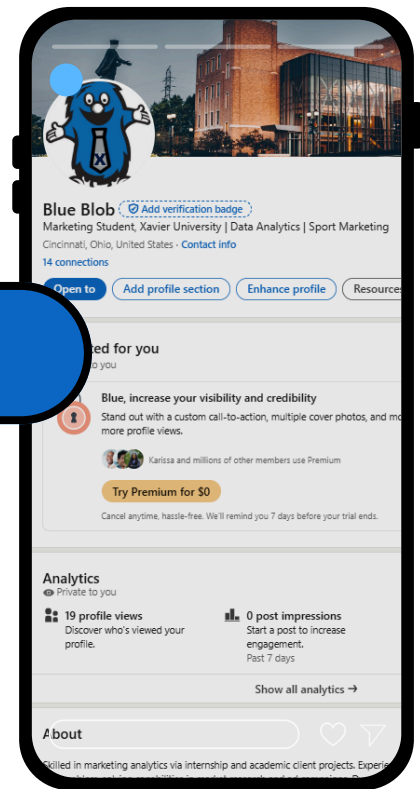




## Profile Blue(Blob)print

### 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



**FOLLOW**

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

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



**GROUPS**

## 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.*