



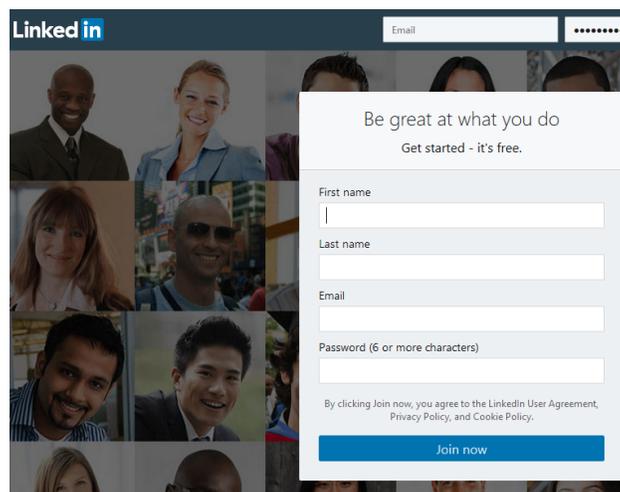
Creating and updating your LinkedIn profile throughout your academic career will set yourself up for success in your future career in Public Health.

- You can showcase the skills, knowledge and experience you gain throughout the program
- Individuals use LinkedIn for professional networking, connecting, and it's a terrific site for job searching as well as building your career.
- Companies use LinkedIn for recruiting and for providing company information to prospective employees.



Below are a few key steps to start creating and updating your profile.

1. Go to linkedin.com and start your profile:



Select the basic profile, no need to register for the premium profile at this time.

- The basic account features messaging, profile creation, and ways to apply to job postings are included in the free membership.
- A Premium Account has added features and resources to expand your online presence and branches into four subcategories including “job seeker”, “sales navigator,” “recruiter lite,” and “Business plus.”

As soon as you log in, you'll be able to start using LinkedIn to connect, to network, and to add your academic information.



○ Create a Custom URL

- On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you'll see a Public Profile URL.
 - Click "Edit" next to the URL, and specify what you'd like your address to be. When you're finished, click Set Custom URL.
 - Examples:
 - FirstNameLastName
 - FirstName.LastName
 - FirstNameMiddleNameLastName
 - FirstName.MiddleName.LastName
 - Anyothercombinationyoucomeupwith
 - This address will go on your resume / CV and other professional documents so we suggest that you create a URL that is professional in nature and easy to remember if possible.

2. Choose Your Photos

- Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start.
- Make sure the picture is recent and looks like you, make sure your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!
- Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.
 - As you are considering a career in public health, you may want to consider images that reflect an area of health you care about.
 - Free image ideas can be found online, just make sure there are no copyrights.

3. Add Your Headline Image

- Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. Add that you are a student, your current job, and any fun ideas that help others know who you are.
 - You can add up to 120 characters in this field so feel free to be creative!
 - You can add icons, simply copy and paste into your profile but remember, a couple of icons go a long way!

Stars: ★ ☆ ☆ ☆

Bullets: ■ ◆ ◆ ● ♀

Arrows: ⏪ ⏩ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿ »

Underline: _____



- Add Projects, Volunteer Experiences, Languages, etc.
 - Do you speak Mandarin? Have a project management certification? Volunteer for Dress for Success every weekend? Adding these “additional” profile features (listed on the left when you’re editing your profile) is a great way to showcase your unique skills and experiences and stand out from the crowd.

6. Request and Receive Recommendations

- Recommendations are personal testimonials written to illustrate the experience of working with you. There’s a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It’s worth the extra effort.

7. Share Education and Work Collateral

- Share case studies, videos, course presentations, photos, and other content that helps show what the coursework you are doing and the businesses you work for are all about.
- This helps demonstrate passion, commitment, and helps people to understand what makes you tick.

8. Follow Others

- Find Companies that sound interesting to you and follow them.
 - Examples:
 - Center for Disease Control and Prevention
 - Departments of Health
 - Modern Healthcare
- Find Groups and join them. After you’ve been a part of them awhile, participate in their discussions.
- Add schools that you care about.
 - Example:
 - University of Vermont
 - The Robert Larner, M.D. College of Medicine at the University of Vermont

9. Edit Your Privacy Settings

- You can tailor your privacy settings to showcase if you are looking for a job - or not - you might not want your boss (if you’re working while in school) to see that you’re looking for opportunities.
 - The privacy settings are easy to find: Just sign in, and then select ‘settings’ from the drop-down menu, where your name appears in the upper right-hand corner.

10. Spend 15 Minutes a Month Updating Your Profile



Creating and Updating Your LinkedIn Profile

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- Add a reminder to your calendar every month to spend 15 minutes updating a section or two of your profile. This is your electronic portfolio and should be kept up-to-date.