



Conducting LinkedIn Profile Reviews with Students

10 tips for helping students showcase their value to the world

Recruiters and hiring managers frequently search LinkedIn to fill internship and entry-level roles. Help your students stand out by conducting LinkedIn profile reviews—it's their resume that never sleeps.



When reviewing student profiles, encourage them to...

✓ Capture attention with a professional photo and strong headline

Profiles with photos are 7x more likely to be viewed. Instruct students to use solo, professional headshots. (Some CSOs even create “photo booths” to help.) Students should also use keywords relevant to their desired industries in their headlines.

✓ Carefully consider geographic location and industry

Under the headline, students should think strategically about the location and industry they display. These are key filters used by recruiters as they search LinkedIn for candidates.

✓ Create vanity URLs for public profiles

Students can customize their randomly generated public profile link (viewable from web searches) to include their name (i.e., www.linkedin.com/in/janedoe). It'll be easier to share their profile and contact info on resumes, email signatures, business cards, etc.

✓ Explain goals in the Summary section

The profile Summary is where students can highlight achievements and explain their career goals in their own voices. They can write in first person as a sort of introduction. Consider this section an expansion of the headline, akin to a virtual cover letter.

✓ Include all experience, paid or unpaid

In the Experience section, remind students to include all work experience, including part-time jobs, internships, freelance work, and leadership roles in campus organizations. Encourage students to “show, not tell” by adding documents, rich media, or links.

✓ Highlight keywords in the Skills section

The Skills & Expertise area is a place for students to showcase skills specific to desired jobs. Research phrases most associated with certain industries – they fit best here. Encourage students to endorse people they really know or have worked with for their Skills; they may return the favor.

✓ Join school and industry Groups

Near the bottom of your students' profiles, check their Group memberships to ensure they're taking full advantage of networking opportunities. Remind students to join your institution's group(s) as well as industry groups that match their career interests.

✓ Add student-friendly sections

Round out student profiles with Projects, Courses, Test Scores, Organizations, and more. Community-minded students can benefit from Volunteer Experience & Causes: 1 of 5 hiring managers say they've hired a candidate because of their volunteer activities.*

✓ Follow relevant content

Under the Groups area, verify that students are developing themselves professionally and learning industry insights by following Companies they're interested in, Influencers, or industry Channels. (All job-seeking students should follow the “Your Career” channel.)

✓ Check “Who's Viewed Your Profile”

If student profiles are fully developed with industry-relevant keywords and students are engaged in discussions on the network, they're more likely to be viewed. Students can think of this as a barometer for their profile effectiveness and general LinkedIn usage.

Remind your students that a great profile is only the first step. From there they should start making connections and exploring opportunities.

They can learn more at **students.linkedin.com**.

*LinkedIn data

