

## LINKEDIN TIPS

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of recruiters, networking contacts, art directors, creative directors, and possible clients. A strong profile is a key differentiator in the job market—this will make you stand out from other candidates.

Not sure where to start? Check out the guides on [LinkedIn for Students](#). You can also look at the profiles of students, recent alums, and professionals in your chosen field for ideas and inspiration.

### WHAT TO INCLUDE ON YOUR LINKEDIN PROFILE

#### YOUR HEADLINE

Your profile headline gives people a short, memorable way to understand who you are professionally. Think of the headline as the slogan for your professional brand.

#### DISPLAY AN APPROPRIATE PHOTO

Remember that LinkedIn is not Facebook. Select a professional, high-quality headshot of you alone. You can use a site such as [PhotoFeeler.com](#) to get free, unbiased, crowdsourced feedback on your photo on points such as likability, trustworthiness, and competence.

#### SHOW OFF YOUR EDUCATION

Be sure to include information about all higher education institutions you've attended. MCAD is a brand, so use it to get noticed or to create networking contacts. Include your major, courses from other institutions, as well as highlights of your activities or special projects. It's okay to include study abroad programs, a strong GPA, and any honors or awards you've won.

#### DEVELOP A PROFESSIONAL SUMMARY

Your summary should be concise and show that you are confident about your goals and qualifications. Present your summary statement in short blocks of text that are easily read, or use bullet points to highlight important information. The tone should be professional, but conversational. You can include information about relevant internships, projects, volunteer work, and extracurricular activities.

#### CLAIM A UNIQUE LINKEDIN URL

Using a unique URL (such as [linkedin.com/in/yourname](#)) is a great way to increase professional results that appear when people search for you online. Be sure to set your LinkedIn profile to "public." You can also add your LinkedIn URL in your email signature or on your resume, which is a great way to demonstrate your professionalism.

#### SHOW OFF YOUR SKILLS

Adding skills is a great way to include keywords and phrases that a recruiter or hiring manager might use to find a person like you. Getting skill endorsements gives social proof that you have that particular skill set—aim to get ten or more endorsements for each skill over time. The best place to find relevant keywords and skills is through job listings that appeal to you and LinkedIn profiles of people

who currently hold the kind of positions you want.

### **SHARE YOUR WORK**

Enhance your LinkedIn profile by adding examples of your design work or other accomplishments. You can also display URLs to other professional platforms such as your website, blog, Twitter feed, etc.

### **COLLECT DIVERSE RECOMMENDATIONS**

Nothing builds credibility like third-party endorsements. Impressive profiles have at least one recommendation associated with each position a person has held. Don't be shy about sending recommendation requests to professors, internship coordinators and colleagues, employers, previous clients, and professional mentors. Most people are happy to help.

### **UPDATE YOUR STATUS WEEKLY**

An active LinkedIn profile gets noticed. Updating your status once a week allows you to stay on other people's radar and enhances your professional image. Tell people about events you're attending, major projects you've completed, or any other news you would tell someone at a networking reception. You can also share interesting articles related to your field. Just remember: keep it professional.

### **BE ACTIVE WITH LINKEDIN GROUPS**

Joining groups is the perfect way to show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as larger industry groups related to the career they want to pursue. Don't forget to join the "MCAD Alumni and Students" group.

## **LINKEDIN PROFINDER**

One way to find potential clients is by using [LinkedIn ProFinder](#). Clients submit a proposal request for the service they need, such as graphic design, logo design, or photography. You are able to submit a proposal for the project, and each client receives a maximum of five proposals.

If you use LinkedIn ProFinder, it is imperative that you have a well-developed LinkedIn profile, connections, recommendations from others, [a quality proposal](#), and samples of your work uploaded to or linked on your profile.

At this time, LinkedIn users with a free membership can submit up to ten proposals to get a sense of how the platform works and whether it is a good avenue for you to find clients. After ten proposals, a LinkedIn Premium Business subscription is necessary for unlimited responses to project requests.