How to Build a Professional Student Linked-In Profile

Nutrition Department
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Step 1: Choose a professional-looking picture!

Do’s
- Use a recent photo
- Be the only subject in the photo
- Your face should be in focus
- Wear appropriate attire
- Keep your head straight and upright
- Use a pleasant facial expression

Don’ts
- Do not use selfies!
Step 2: Write an informative profile headline

- **Your headline is a short, memorable professional slogan.**
  - Examples:
    - “Senior Nutrition Student, University of Massachusetts”
    - “Honors student seeking a summer research position”
    - “Recent Nutrition graduate seeking a community health education position”

- **Or you can use this to market your skills as they apply to your desired (future) field**
  - Examples:
    - “Nutrition major, focus on Food Insecurity and Community Health Education”
    - “Nutrition major, focus on Early Childhood Nutrition”
Step 3: Develop a Professional Summary Statement

- This is the 1st thing people will read about you
  - Describe what motivates you, what you’re skilled at, and what’s next.

- It should resemble the first few paragraphs of your best written cover letter
  - You can use the 1st person here (“I am...”)

- If you are seeking a job, say so, and name the industry/field

- Your summary must be dynamic and make recruiters want to read more!
Step 4: Experience – Paid & Unpaid!

- List the jobs you held (even if part-time), along with what you accomplished at each
  - Describe each job in terms of the transferable skills that could apply to a new job in your field

- Feel free to upload work samples
  - Include photos and video or links from your work

- If you have any volunteer/internship experience that could help you get that dream job, mention it here!

- Organize experience by categories
  - Example: “Nutrition Education” & “Research Experience”
Step 5: Show off your education

- **Include all your schools, major(s) and minor, courses, and study abroad or summer programs**
  - Starting with college (do not include high school)
  - Start by stating degree initials (BA, BS) and your major, followed by “Expected graduation year”
  - If you have limited work experience, coursework matters a lot!

- **Don’t be shy!**
  - Linked-In is an appropriate place to show off your GPA, test scores and honors or awards
Step 6: Skills & Endorsements

- Search for “core competencies” within your desired industry
  - Use the phrases you find to add (truthfully) to your skills section

- Your connections can support or endorse each of your claims
  - Endorse your connections and they will likely return the favor

- Remember to update your skills section by moving your most endorsed skills to the top
  - Click on a skill to see both people who have it and some jobs it is used in
Step 8: Making professional connections

- Join our UMass Amherst Nutrition Alumni Network!

- Our goal is to connect our current students with our alumni

- Increase your network and see where our alumni have worked!

www.linkedin.com/in/umassamherstnutritionalumni/en
References

- “8 profile picture rules every professional should follow”