8 To-Dos for an Impressive, Professional Profile

1. **Upload your professional photo.** Your profile is seven times more likely to be viewed if you have a photo. Color or black and white are both acceptable, as long as it’s professional. You should be smiling, dressed as you would for work, and be the only person in the picture.

2. **Write a Headline.** Catch employers’ attention with a one-line description of who you are.

3. **Compose your summary.** Use this space to express how you will be of value to an organization. Sell your unique skill set without going into too much detail.

4. **Add your experience.** One section per position, with an interesting and easy to read description of each one. Do not copy-paste your resume! Include volunteer work as well, as you never know what may catch an employer’s attention.

5. **Customize your URL.** Use your first and last name and numbers, if necessary. This makes it easier to print your link on business cards, your resume, etc.

6. **List your skills.** Recruiters search for particular skills through this section. Think of one or two-word skills you have, like marketing, project management, or graphic design.

7. **Join some groups.** Start with the Center for Student Professional Development and our LinkedIn Industry Champions subgroups for Finance and Consulting. Groups can inform you of opportunities and help you find connections with similar interests and backgrounds.

8. **Start connecting.** Some LinkedIn features are only available to members with 50 or more connections. Build your network by connecting with friends, family, professors, Center staff and Vanderbilt alumni. Be sure to personalize each request.