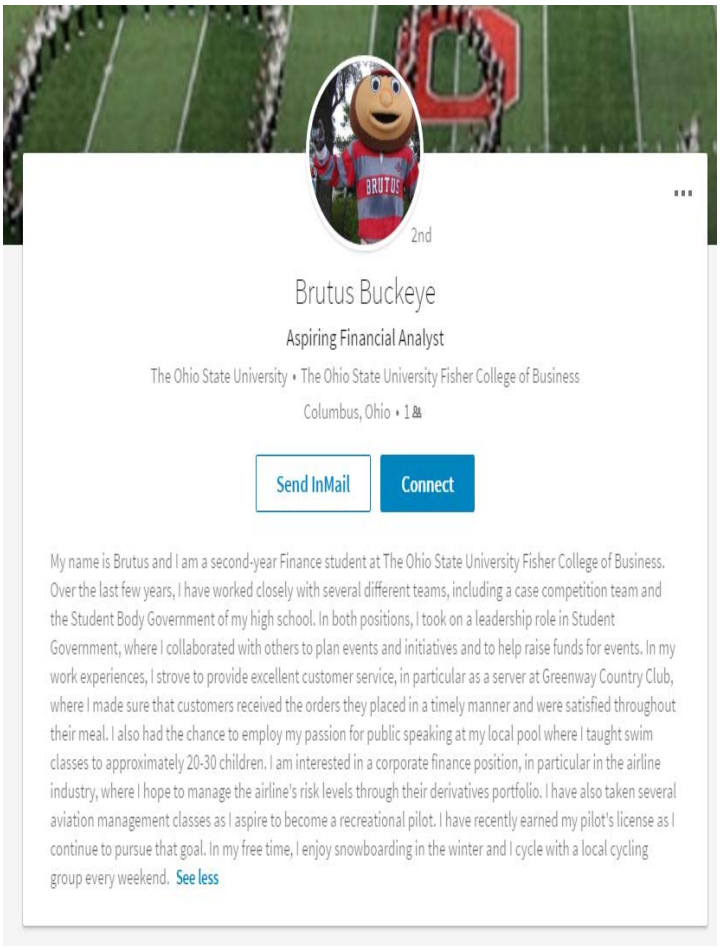
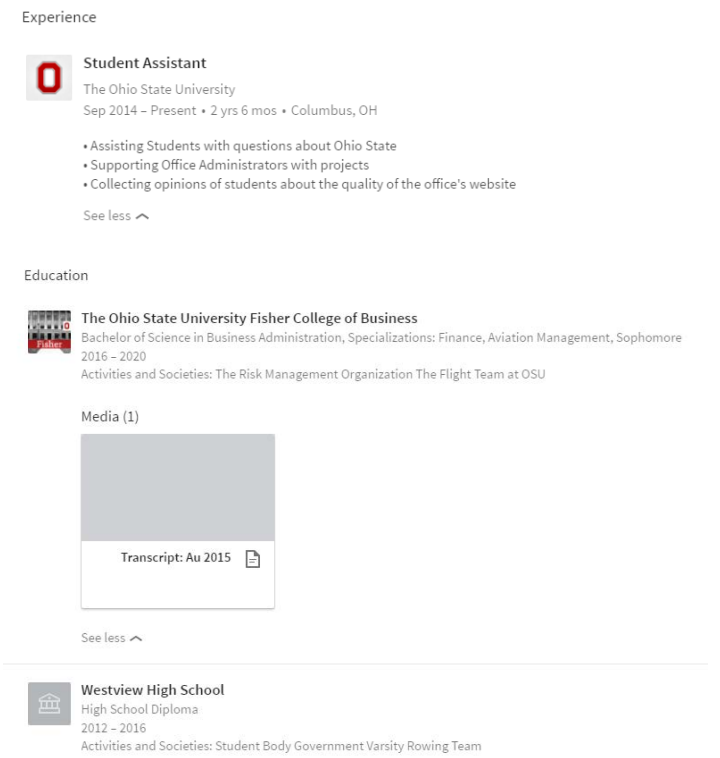
LinkedIn Profile Review Checklist:





HEADER: Be creative with this one line! It's a great chance to briefly describe your goals or strengths with key words that might come up in a search.

PROFILE PIC: A photo can make a big difference when trying to make connections. While it doesn't require a professional photographer, it is recommended that you make sure the image is clear and defined. It is best if you are the only one in the picture to avoid confusion. You can take this with a cell phone, or even crop a headshot out of a family photo. Make sure you are smiling!
* You can also customize your URL for LinkedIn and then add it to resume headers and email signatures!

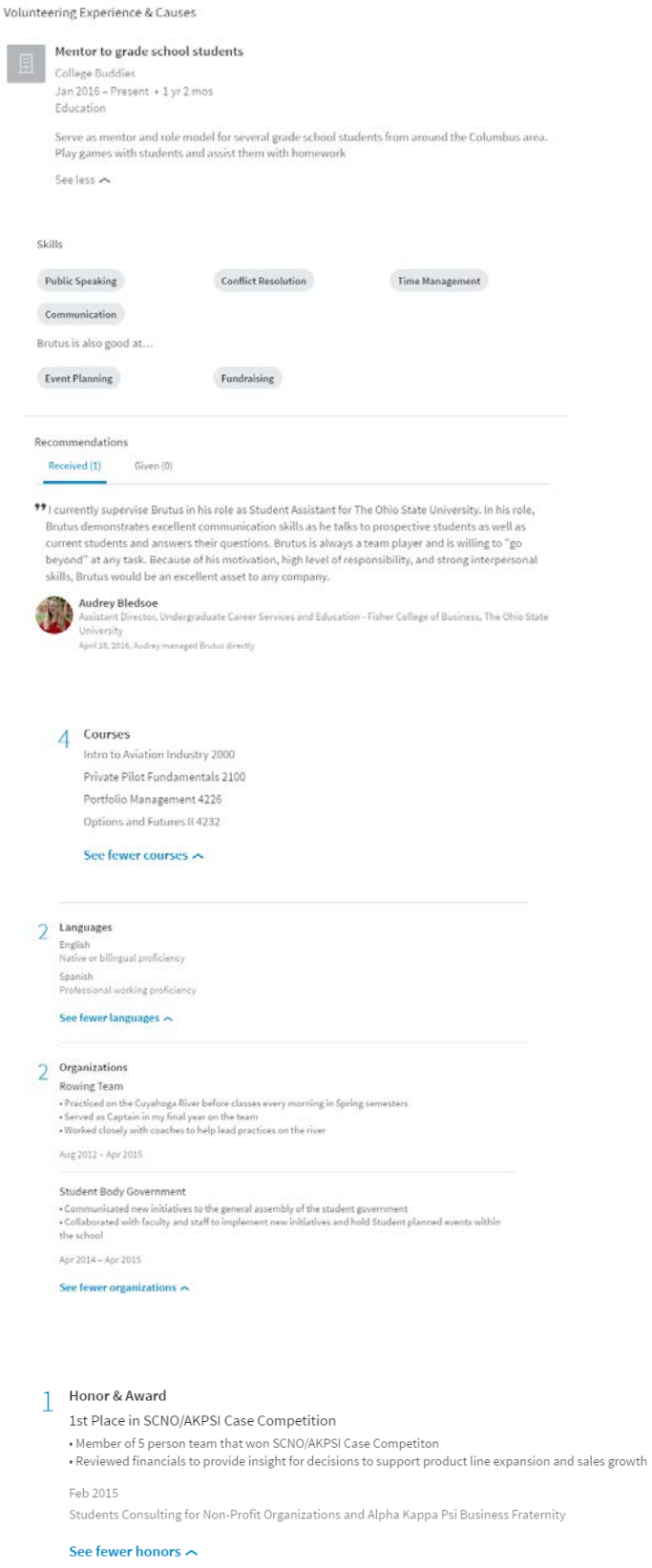
SUMMARY: Don't let this section go unused! This is your chance to tell your story to anyone who views your profile, including potential connections. You can simply describe what you have done in the past and do currently, but use this as your chance to shine. It is effective to take this section to explain your values, passions and interests. Tie these into work and involvement experiences in a clear yet concise way to strengthen your summary.

EXPERIENCE: This section will detail all of your past and current work experience. You should add work experiences, even if they were part-time. Your description of work positions can also run slightly longer than your resume. So if you can only fit 2 bullets on your resume, but have more to say, this is the place to do that.

*LinkedIn does not have a way to type or insert bullet points. You can copy and paste them from your resume to add them.

EDUCATION: Lead with college and list all of the educational experiences you have had. This can include summer programs. Do not go back past high school. Make sure you put The Ohio State University (not Fisher College of Business) for your university.

*If you have attended multiple colleges: Fill out the degree field for ONLY the college from which you will graduate. Leave the others blank. In the description, you should mention transferring from one university to another.



VOLUNTEER EXPERIENCE: Describe things you have done in your community. It can be a great way to add variety to your resume, along with another source of involvement recruiters and admissions offices like to see!

SKILLS: Here you can list skills you have acquired through school or work experiences. These can be soft skills such as public speaking, or hard skills such as computer coding. Additionally, your contacts can endorse you for the skills you've listed or endorse you for a new skill.

RECOMMENDATIONS: Ask managers, supervisors, or even classmates you have worked with to write you a recommendation. It is a great way to add credibility to your strengths and experiences you listed in earlier sections.

COURSES: This section can be used to identify specific courses you have taken in college. Be careful! Just like a resume, it doesn't benefit you to list courses everyone has to take. List classes you took that others in your major did not or would not take. For example, a finance major with a passion for flying might list aviation classes. Or they might show additional math classes to show quantitative ability.

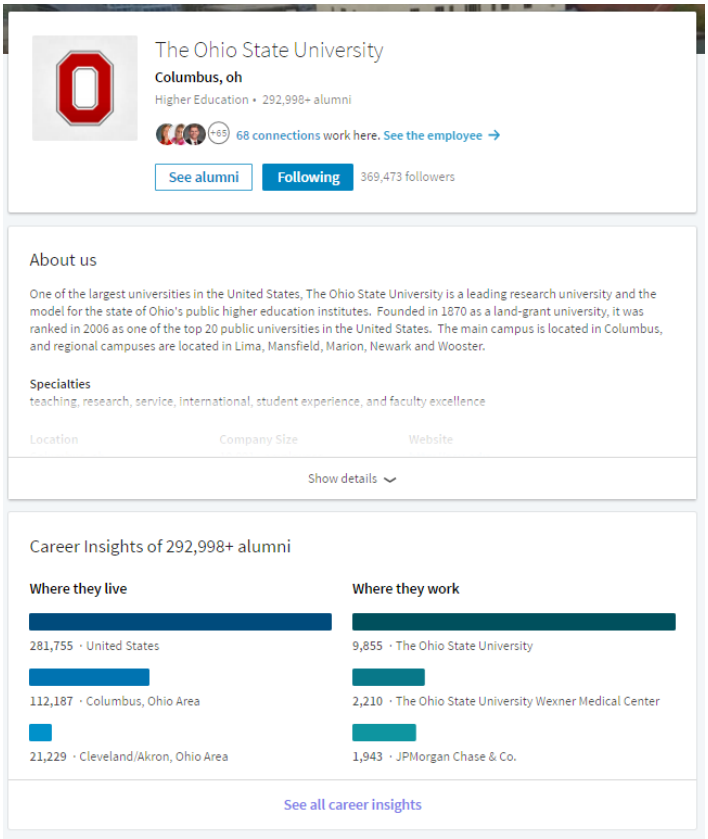
LANGUAGES: You can also list out any languages along with your proficiency in each one. It is wise to only list languages that you are fluent in or close to fluent.

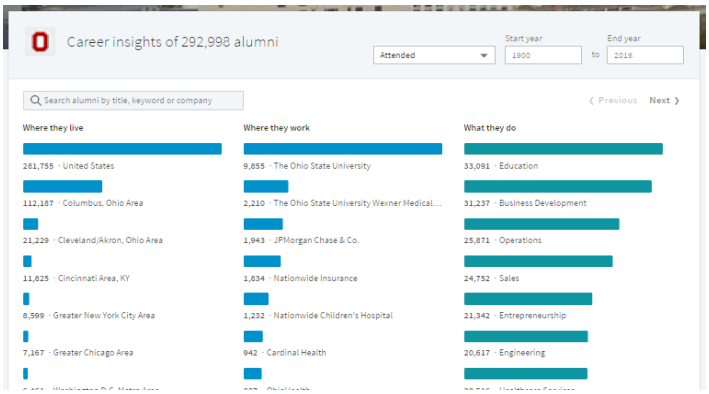
ORGANIZATIONS: Here you can list all of your involvement. Take time to describe what you did within the organization as well.

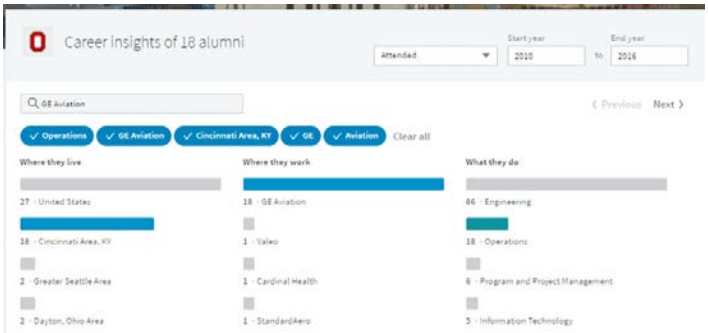
HONORS & AWARDS: If you've earned an award, this is your chance to brag! Tell the world what you've won and why you won it!

*Disclaimer: Organizations used in this handout are fictitous and some sections, such as experience, have been shortened in order to make room to show examples of additonal categories.

How to search for Ohio State Alumni:







From your LinkedIn Homepage, type in "The Ohio State University" into the search bar and select the page from the dropdown menu. There is also a "Fisher College of Business" page, however there are not near as many alumni listed under this name.

ABOUT US: The About Us section gives a brief overview of the University and some of the things it specializes in.

CAREER INSIGHTS SNAPSHOT: This section gives a very brief look at the top 3 locations Ohio State graduates live and work. To get an expanded view and find OSU alumni that live in your city or work at a specific company that you want to work at, click "See all career insights".

CAREER INSIGHTS: You can access this page by clicking on the "See all career insights" link or by clicking on "See Alumni" on The Ohio State University page. This page will allow you to see more companies, locations, and jobs associated with Ohio State Alumni. You can also create custom searches to find alumni who graduated in a specific year or timeframe and search for specific companies where you want to find employees. This can be extremely helpful during an internship if you want to connect with OSU alumni at your job.

EXAMPLE: Let's say you get an Operations internship with GE Aviation in Cincinnati, OH and want to find some recent Ohio State graduates to network with. You would simply need to type in "GE Aviation" into the search bar on the left hand side, specify the range of graduation dates you are looking for in the upper right (2010 – 2016 in the example). Then, simply click on Cincinnati under "Where they live" and Operations under "What they do". A list of alumni will appear at the bottom of the screen.

How to make meaningful connections on LinkedIn:

LinkedIn is a great way to connect to a professional in your industry of interest or functional area of business. When on LinkedIn (or any social media), make sure to keep the message short, enthusiastic, and easy to respond to! You will want to indicate you are a Fisher student or possibly how you found the person.

Best Practice – *Always add a personalized note to your connection request. Use the samples below for inspiration, but be sure not to just copy/paste!*

Example for initial connection:

Hello Lauren,

I am currently a Fisher College of Business student specializing in Finance. I am hoping to connect with you to gain insight and advice about working as an analyst. Thank you for considering!

Sincerely,

John Smith

Example for after meeting someone at an event:

Hello Lauren,

It was great meeting you at the Fisher Fall Career Fair. I really appreciate the time you took to speak with me about opportunities at XYZ Company. I hope to stay connected with you and will keep you posted on my search process. Thank you!

Sincerely,

Joan Smith