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building your online portfolio

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building a great student profile on linkedin

showcase your experience and interests

1. Craft an informative profile headline
Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as "Student, National University" or "Recent honors grad seeking marketing position." Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Pick an appropriate photo
LinkedIn is not Facebook. If you choose to post a photograph—and we recommend that you do—select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

3. Show off your education
Include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy—your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won

4. Develop a professional summary
Your summary statement should resemble the first few paragraphs of your best-written cover lette—concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurricular activities. Present your summary statement in short blocks of text or bullet points for easy reading.

5. Fill "Specialties" with keywords
"Specialties" is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly
A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness
Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and 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 the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations
The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators, and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL
To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to "public" and claim a unique URL for your profile.

10. Share your work
A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

—This text is courtesy of LinkedIn.

linkedin profile development checklist

BENEFITS

- 92% of employers use social networks and social media to support their recruitment efforts, and 86% research candidates before or after an interview[1]
- Allows for a passive job search and enhances Search Engine Optimization (SEO)
- Supports your traditional job search documents; shares professional information beyond your resume
- Expands your network beyond first degree connections and who you know

PHOTO*

- Should be professional and focused close up on your face

HEADLINE

- The default setting is your most recent job title; edit the headline to reflect a brand statement that will attract attention

RECOMMENDATIONS

- Ideal to have 1-2 recommendations for each of your most recent work/project experiences
- When requesting a recommendation, your recommender must be a LinkedIn member
- Customize the recommendation request to share why you are looking for a recommendation and what you would specifically like them to highlight; this will help each recommendation cover different aspects of your skills and qualifications

CONNECTIONS

- In general, connections should only be made with people you have a personal or professional relationship with; ideally, you would be able to recommend each other for networking or job opportunities
- Always customize connection requests; this adds a personal touch and will remind the person who you are
- Begin by connecting with family and friends; the more 1st degree connections you have, the more helpful your 2nd degree connections will be
- Connect with classmates and professors, as well as with employers and colleagues at internships and jobs
- Continue to maintain your LinkedIn connections and add new ones as you meet people at networking events, future jobs, etc.

WEBSITES

- Now located in "Contact Information" under your photo and headline; great place to link to blogs and other websites
- Choose "Other" as the website type, and then specifiy the title of the website such as "John Smith Twitter Account"
- You may want to also include important websites in the Summary section, which will be more immediately visisble

PUBLIC PROFILE URL

- Edit the Public Profile URL to your name; add your LinkedIn URL to your resume, business cards, and email signature

1. According to Jobvite's 2012 Social Recruiting Survey Results, http://recruiting.jobvite.com/resources/social-recruiting-reports-and-trends/

SUMMARY*

- Create a professional summary written in the first person, focusing on answering three main questions: (1) Who are you professionally? (2) What do you do or want to do? (3) Why are you unique? What are your skills and specialties?
- Include your contact information (e.g., email address), which makes it easier for people to get in touch with you (note that this can also be listed in the Additional Information section)
- Be sure to include keywords for your industry; review job descriptions and other professionals' profiles, as well as the Skills tool, to get more ideas on which keywords to use
- This section is extremely important for SEO
- You may add any presentations, documents, projects, or videos to this section as well[1]

EXPERIENCE*

- Post your current position as well as at least two past jobs, internships, and/or volunteer opportunities (note that volunteer experiences could instead also be listed in a separate "Volunteering & Causes" section)
- Under each position, list the bullet points from your resume; you can also add a few additional points if you'd like
- Use bullet points for easy scanning and start your bullets with action verbs, just as you would on a resume
- Note that you can now post presentation materials, writing samples, videos, and other industry related materials to highlight the work you completed at each job[2]

EDUCATION*

- Include all education as well as honors, awards, activities, significant projects, relevant courses, and/or other highlights
- Note that you can receive recommendations from professors, which would be connected to this section
- You can also add a link to videos, images, documents, or presentations to showcase any school related work and projects[2]

SKILLS & EXPERTISE*

- Use this tool to identify pertinent skills for your industry, find professionals in your field, and find groups and companies in your industry
- Add up to 50 skills to your profile (you need at least five to complete your profile); this is another important section for SEO
- As your network endorses your skills, be sure to return the favor (if appropriate)

GROUPS & ASSOCIATIONS

- Join up to 50 professional and social groups to highlight your interests and help you to expand your network
- Other helpful groups include Professional Associations, such as the National Association of Mechanical Engineers and Professional Writers

1. Be sure to use watermarks over portfolios or other information that you want to remain proprietary; note that these documents will also populate in the Project section

ADDITIONAL INFORMATION

Interests

- Include your interests, both professional and personal; professional interests should relate somewhat to your field and personal interests should be unique

Advice for Contacting

- Another place to list your contact information (e.g., email and phone number) and to specify how you want to be contacted

ADDITIONAL SECTIONS

Note that you can reorder the sections on your profile and can add sections that are not part of the standard template. For example, if you are a student, you may want your Education section to come first after your Summary section. Furthermore, you may want to highlight a specific class project under a "Projects" section to showcase industry-level skills and teamwork abilities to a prospective employer. Additional sections that you can add include:

- Courses
- Test Scores
- Honors and Awards
- Languages
- Projects
- Organizations
- Patents
- Publications
- Certifications
- Volunteering & Causes

PRIVACY

Unlike Facebook, you want your profile to be as open as possible so that potential employers and other professionals can find and reach out to you about opportunities. You can control how people view your information and status updates in Settings.

100% COMPLETE PROFILE

According to LinkedIn, you are 40 times more likely to turn up in a search if your profile is 100% complete. Include the following in your profile to reach this level (also see * sections above):

- Industry and location
- Photo
- Executive summary
- Current position
- 2 past job positions
- Education
- 5 skills
- At least 50 connections

—This text is courtesy of LinkedIn.

tips for computer science/ graphic design portfolios

for both computer science and graphic design majors

For both computer science and graphic design majors, creating a shareable portfolio that can be linked to your resume, is just as important as the resume itself. Creating a shareable portfolio that can be linked to your resume is just as important as the resume itself. A portfolio showcases your completed projects or tasks in progress, and could be as simple as a personal blog with links to your sample work.

Alternatively, you can host your portfolio on a site. Great sites for hosting computer science portfolios include Github, Bitbucket, and Stack Overflow. Don't forget to post quick links to your projects on other professional profiles such as LinkedIn.

for graphic designers

For graphic designers, Design Instruct has a fantastic list of 15 free online portfolio hosting sites found here: http://designinstruct.com/roundups/free-online-portfolio/

For more tips on building an online graphic design portfolio, check out this helpful article: http://www.howdesign.com/design-career/resume-portfolio/graphic-design-portfolios-new-online-resume-design/