



LINKEDIN: QUICK START GUIDE

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CREATE A PROFILE

- **Headshot**
 - High quality picture or one where you are professionally dressed
- **Headline/Tagline**
 - Open a few profiles and apply ideas that work for you
- **Cool Feature!**
 - Click "Edit public profile and URL"
 - Edit custom URL - choose your own!



ABOUT/SUMMARY SECTION

- **About**
 - Add any images, videos, documents, links
 - **Trending now - Add your future goals**
- **Activities**
 - Awards
 - Publications
 - Presentations
- **Experience**
 - Add work experience here
- **Certificates**
- **Endorsements vs. Recommendations**
 - Anyone can endorse your skill (**add your skills!**)
 - You have to request recommendations





STAND OUT!

When connecting with someone new, it may prompt you to include a note – it's not always necessary, but a really nice touch. Try "*Thanks for connecting!*"

If you do include one, triple check your writing to make sure their name is spelled correctly and your grammar is on point.

- It's NOT too early to start building your network!
- Store all of professional contacts in this shared virtual space. Pictures, contact info, company info, and messages will never be lost in your email.
- Connect with people you know AND don't know.
 - Start with the people who you know.
 - Then connect with people who want to get to know.



STAND OUT!

Connect
Connect
Connect

START SPENDING TIME ON THIS SITE

- Ask a few people to review your profile and update it as your career progresses.
- Read what pharmacy is talking about!

ENGAGE WHEN YOU FEEL COMFORTABLE

- When you see a post that you value, you'll know.
- The purpose of engaging more is to become more visible.
- Remember that every future employer will see your comments, posts, and pictures.
- Easy way to get started: like and share posts that are meaningful to you.
- Use your best judgement and ask a mentor for honest feedback about your online presence.



STAND OUT!

**Update
regularly!**

CUSTOMIZING YOUR FEED

- Your feed is dependent on an algorithm
- Depends on the content you're engaged in
- Follow the groups/companies/organizations that you're interested in
- Follow hashtags

OTHER FEATURES

- You can create a PDF resume from your profile
- You can download the LinkedIn App!
- You can use the QR code to easily connect with someone
- Start posting your URL elsewhere
 - Email signature and other social media profiles



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