

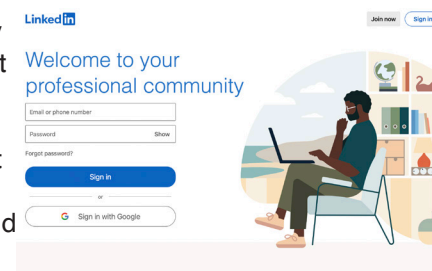


Generation Z (Gen Z), or the group of people born between 1997 and 2015, have been exposed to changing technology throughout their entire lives. With the influx of technology, Gen Z is the generation most comfortable with social media. According to the Pew Research Center, **“45% of teens say they are online ‘almost constantly,’ and an additional 44% say they’re online several times a day.”** The top social media sites for this audience include YouTube, Snapchat, and Instagram. However, one social media platform that Gen Z has been slow to join is the professional networking platform, LinkedIn. If you are in this audience, this is the tutorial for you. Becoming active on LinkedIn will be crucial to build a network and start your professional life. The tutorial will provide a step-by-step guide and show you how to create a LinkedIn Profile that will impress future employers and prepare you for the workforce.

LET'S GET STARTED!

1 Create a LinkedIn Account

We'll start slowly with information you already know, information about yourself! To create a LinkedIn Profile, visit [linkedin.com](https://www.linkedin.com) and select “Join now.” You'll be asked for your email and password before you can move forward.



Make sure you're using an email you'll always have access to and matches the professional tone of LinkedIn. Although your funny email address, like drunkguy69@gmail.com, gives you a laugh, a recruiter will not feel the same way.

Then, LinkedIn will ask you for your most recent job title, company, and industry. Don't be worried if you don't have something to fill out in this space as there are other titles you could use for now. For example, college students without professional experience can select “Student.” It's most important to focus on the industry at this point so you can connect with people within your desired field.

After verifying your email, you will have the option to sync your contact list. It will help you make connections on LinkedIn; however, **do not start connecting until we completely finish this tutorial.** Now we can move on to giving your Profile a face and personality.

2 Give Your Profile a Personality

Let's give your Profile some personality! The last step to complete your Profile will be your photo. This step is an important one!

Ensure the picture you use is a solo headshot from the shoulders up with proper lighting and a plain background. Although it is fun to have a picture with all your friends or a busy background, remember that the image takes up a small space, so focus on your face. If you don't have a picture to use, grab a friend and your phone, put on a business-professional outfit, pose in front of a plain wall, and snap some quick photos!

Now, you finished the first steps to creating your LinkedIn Profile. Once you get to your homepage, navigate to your Profile to add more details.

To catch a recruiter's eye, you can add a header that shows your personality, style, and interests. Spend some time thinking about what you want people to think when they see your Profile. Do you want to come off as scholarly or adventurous or a leader?

Some potential header ideas include:

- An industry-specific image
- A picture of your college or university
- An interest or hobby
- A free image from Unsplash

HEADER TIP!

Canva is a great website to create a personalized header image with your name and information!



3 Tell LinkedIn About Yourself

After establishing the essentials, you will need to think about the first section any recruiter will see – the About section. This is where you can first introduce yourself professionally while still telling hiring teams your story. Write a 3-5 sentence career summary of your experience and accomplishments, then add 1-2 sentences about your interests, and finish with a call to action. For example,

“I am a student at the University of Pittsburgh studying Marketing. I am certified in Google Analytics and have over three years of industry experience. I have been recognized for my role directly benefiting clients. In my free time, I like to cook or explore Pittsburgh. To learn more about how I could be an asset to your team feel free to contact me.”

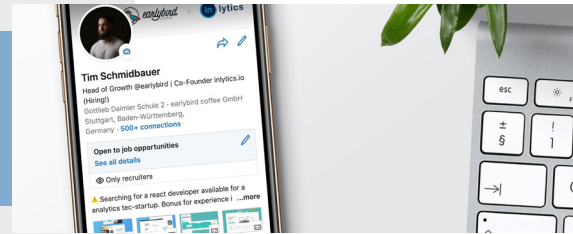
4 Feature Your Best Work

As we move down your LinkedIn Profile, you will find a section called Featured. This area is the second section recruiters will see when they come across your Profile. **First and foremost, you should add your resume to this section.** Although you have a different type of resume for each job you apply to, you should create a resume that could apply to many jobs for LinkedIn. You may also choose to keep your phone number off your resume so Internet trolls don't have your personal number.

In addition to your resume, you can add other elements to this section that you reference in your resume or show your professional skills. Some other media you may consider adding to the Featured section could include:

- Portfolio/Additional Web Links
- Published Articles
- Pictures
- Presentations/Documents
- LinkedIn Posts

A word of caution – be careful about overcrowding this area with files that will not help you get a job (maybe leave your selfies for Instagram).



5 Brag About Your Experience

The Experience section is up next, and this is a very straightforward section (just make sure your resume is handy). Select the plus button to add a new job experience.

First, add your job title and employment type. If you are not sure what your exact title is, you can make an educated guess. Then, you will add the name of the company you worked for. Some companies will have company pages, so you should look up the name of your company. If there is not a company page, just include the company name.

You will also need to include the location of your position. If you are working in a remote position, you can leave the location blank or include the company's location. You will also need to include how long you have worked at each job. **The description section will be the area that will demand most of your attention.** This is where your bullet points from your resume should go. You can copy and paste bullet points from your resume to keep the formatting.

It would be best to maintain the bullet point format for the description so recruiters can easily browse through your job positions.

BULLET POINTS TIP!
 If you are struggling to create bullet points for each of your job positions there is a simple way to make sure that your bullet points stand out. Just consider the acronym "STAR" while creating your bullet points. **STAR stands for Situation, Task, Action, Result.** Start by discussing the situation and tasks, this includes what you were brought in to do. Then move on to the action, consider what you did in this position and try to be as specific as possible. This is a great place to use your industry language. Lastly, consider the results, did you increase efficiency, start a new initiative, receive awards or certifications for your work? Create 2-4 bullet points for each position. One other important tip is to make sure you are consistent with your tense, use the past tense for past work and present tense for current work.

Once your bullet points are finished, you can attach web links or external files too. This would be a great area to include projects that you worked on during your job. Now, you continue to repeat these steps for each job. If you have worked in lots of jobs, you can filter which jobs you include on LinkedIn like you would for a resume. For example, an internship in your field of interest should take precedent. There is also a section for Volunteer Experience where you can use the same formatting as the Experience section.

6 Hang Up Your Diploma

As college students, it's important to include your education on LinkedIn. Not only does this show recruiters that you have a college education, but it also connects you with the network of alumni. It's much easier to make connections with people when you have something in common.

When you add your education to LinkedIn, you'll first have to fill in your university, degree, and field of study. If you are unsure of your major at the time, undecided is completely acceptable. You will also need to include your start and graduation year or grade. It's not completely necessary to include your grade if you are a non-traditional student. There is also an area for activities and a description field which can be set up like the Experience section with bullet points.

Also, like each job experience, there is a place to upload media. Such media could include a diploma image or class projects.



7 Time for Your Skills

Now it's time to flex your industry knowledge with your licenses, certifications, and skills. Licenses and certifications can also help you stand out among other applicants throughout the hiring process. When you fill out this section, you will need to first provide the name of the certificate or license you have. Then, you will need to include the issuing organization, such as the Red Cross, Google Ads Academy, and so on. Then you will need to include when your certificate or license was issued and when it expires. If the certificate or license does not expire then you can check the box accordingly. There is also a section to fill in the Credential ID and URL.

Moving onto the Skills section, simply select "Add a new skill" and type in your different abilities. Such skills could be industry-specific, tools, interpersonal, languages, and so on. LinkedIn will also suggest skills that you can choose from. Your LinkedIn connections can also endorse your different skills which will further elevate your Profile.

SKILL TIP!
 A quick Google Search could help you stand out during the hiring process. There are great websites online that offer free or affordable certifications such as Coursera, HubSpot, and Google. Also, through LinkedIn, you can complete LinkedIn Skill Assessments and earn badges. There are many different industry skills that you can earn badges for. A big bonus is that the badges you earn will show on your Profile and in Recruiter Searches.

8 Accomplishments & Additions

You're getting close to the end! Now you can tell LinkedIn about your accomplishments! Scroll down to Accomplishments section and select the plus sign. Then, you'll be prompted to add publications, patents, courses, projects, honors and awards, test scores, languages, or organizations. For each accomplishment, you will need to include details about your work in each field or with bullet points. Once the Accomplishments section is complete, you are finished writing about yourself!

The finishing touches are choosing your interests and receiving recommendations from other people. The Interests section will be at the very bottom of your LinkedIn Profile. You can find different companies, influencers, schools, even hashtags to follow. This will allow you to follow industry news and stay in the know. Finally, the Recommendations section is all that is standing between you and your completed Profile. Although it is not required, this section is for your co-workers to praise you and your hard work. You can either ask people for a recommendation or provide recommendations for others as well.

ALMOST DONE!

9 Review Your New Profile

Congratulations! You have finally completed your Profile! You have taken an important step in your professional career. Before you start making connections with people, review your Profile. Look out for grammar mistakes and typos that would deter recruiters from having you continue in the interview process.

Now that you have reviewed your Profile, and are confident that it is representative of you and your personal brand, it's time to get out there and start making connections. When you start making connections, connect with people you know and who will praise your work. Whether you connect with fellow students, professors, co-workers, or alumni, your network will help you as you build your career. To make connections with people, simply navigate to "My Network" to find people based on your contacts or search for people in the search bar. When connecting with people you also have the option to personalize invitations. When you want to send a personalized invitation to connect, go to that person's Profile and select "More" and then choose "Personalize Invitation." Good luck connecting and reach out to the Career Center if you have any other questions.



Although LinkedIn may have once been unknown, now you can proceed confidently on this social media platform. Regardless of the social media platform you use, be sure to keep your personal branding in mind too! The posts and content you create and share should be shared knowing that they will not prevent you from moving ahead in any interview process, as more companies have started to review social media during the interview process. Now that you have created your LinkedIn Profile, you can continue to grow your professional network and experience.