

# LinkedIn Assignment

## Objective

To create a LinkedIn profile that can be utilized in building your professional brand with potential employers or graduate programs.

## Learning Goals

1. Reflect on how their early life experiences have influenced their values, interests, skills, and goals
2. Identify potential academic majors and career paths that align with their values, interests, skills, and goals
3. Articulate their skills and abilities related to each of the NACE career readiness competencies
4. Prepare professionally written and formatted career application materials (resume, cover letter, etc.)

## Resources

[20 Steps to a Better LinkedIn Profile](#)  
[How to Create a LinkedIn Profile](#)

## Background Information

LinkedIn operates the world's largest professional network on the Internet with more than 500 million members in over 200 countries and territories. LinkedIn is often the first place organizations look to recruit qualified, professional candidates. It's a source for connecting with organizations that offer careers and internships that could be of interest to you. LinkedIn falls under the umbrella of social media, but it's "professional" media; it's where the professionals go to network, connect, and hire other professionals. A basic membership is free, so there is no financial cost to using LinkedIn.

## Assignment

You will create a LinkedIn profile as described below. You will submit a link to your unique profile.

## Required Components of Your Profile

In order to receive full credit for this assignment, your LinkedIn profile must include the following components and, as with your resume, your profile should be grammatically correct and free from typos, run-on sentences, incorrect word usage, and any other errors. Tip: Have someone proofread a draft of your profile.

## Photo and Header

You will need to include a professional-looking headshot. Full credit if the photo is professional in nature and resembles a headshot. The header should effectively describe your current position and/or the position you are seeking.

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## Summary Statement

This section must include a well-written summary or narrative of key areas of experience, qualifications, and professional goals. It should describe your trademark strengths.

## Featured Skills and Endorsements

Include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. Seek endorsements from connections who are aware of your skills.

## Education

Education should include all institutions you've attended, GPA (if above a 3.0), major/minor, and expected graduation date. List the university as well as the college within the university (e.g., Central Michigan University, College of Business Administration).

## Experience

Experience should include current and previous employer information. Paid and unpaid internships should be listed. If you have never had a job or internship, include volunteer work or other comparable experiences (student athlete or student organization). To receive full credit, you must include your position in the organization, dates of employment, and describe your role and responsibilities.

## Additional Information

You may want to include information about yourself that distinguishes you from others such as a personal website, blog, volunteer activities, foreign languages spoken, certifications, publications, references, endorsements, honors, memberships in groups or organizations, and presentations.



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