

CREATING AN IMPACTFUL LINKEDIN ACCOUNT: STEP BY STEP GUIDE TO BUILDING A STRONG ONLINE PRESENCE

Setting Up your Account

- Create your account using a professional email address (OC would be perfect)
- Choose a clear, real name for your user name. Just your first and last name is what we are looking for.

Profile Photo and Headline

- Upload a professional headshot (good lighting, neutral background, professional attire.)
- Create a compelling headline (what do you do + career aspirations)
- Example: Marketing Student | Aspiring Digital Marketer | Passionate About Brand Storytelling

Crafting your “about” Section

- Write a brief, engaging summary about yourself: Your major and career interests, Relevant skills or experiences, and Career aspirations

Formula to write your “about me”

- **Hook** (1-2 sentences): Start with an engaging introduction that highlights who you are and what excites you about your field.
- **Education & Key Interests** (2-3 sentences): Mention your major, university, and key areas of interest or expertise.
- **Skills & Experience** (3-4 sentences): Briefly share relevant experiences (internships, projects, leadership roles, jobs) and highlight your skills.
- **Career Goals** (1-2 sentences): State your professional aspirations and how you hope to contribute to your field.
- **Call to Action** (Optional, 1 sentence): Encourage connections or collaborations (I'm eager to connect with professionals in (industry) and explore opportunities in (career field)).

Customize your LinkedIn url

- Edit your profile URL to [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)
- Go to “Edit Public Profile & URL” on your LinkedIn settings

Add Experience & Internships

- List part-time jobs, internships, and leadership roles
- Use bullet points to describe achievements & responsibilities

Example:

Managed social media content, increasing engagement by 30%.
Led a student team for marketing campaign, resulting in a 15% increase in event attendance.

Highlight Education & Certifications

- University name, degree, and expected graduation date
- Relevant coursework, honors, or study abroad programs
- Certifications (Google Analytics, LinkedIn Learning, etc.)

Showcase skills & Endorsements

- List at least 5 key skills (public speaking, data analyst, social media marketing)
- Ask classmates, professors, or supervisors to endorse your skills.

Get Recommendations

- Ask professors, mentors, or past employers for short recommendations on LinkedIn
- Helps to add credibility to your skills and experience

How to ask for a Recommendation:

When asking for a recommendation on LinkedIn, keep your request professional, polite, and specific.

Here's a simple structure you can follow:

Personal Greeting:

- Start with a warm and professional greeting.

Context of Your Relationship:

- Remind the person how you worked together, whether as a student, intern, team member, or colleague.

Specific Request:

- Mention what aspects of your work you'd like highlighted (teamwork, leadership, problem-solving, communication skills).

Express Gratitude:

- Thank them for their time and willingness to help.

Build your Network

- Connect with: Classmates, professors, past employers, and alumni
- Follow industry leaders & companies
- Join LinkedIn Groups to stay informed about trends

Stay Active & Engaged

- like, comment, and share industry-related content
- Post about your projects, internships, and learning experiences
- Write short articles/posts showcasing your expertise

Apply for Jobs & internships

- Use LinkedIn's Job Search feature
- Set up job alerts based on your industry
- Send personalized messages when reaching out to recruiters

Example:

Networking for Future Opportunities

Subject: Exploring Opportunities at (Company Name)

Hi (Recruiter's Name),

I hope you're having a great day. I'm currently a (year in school) at Oklahoma Christian University studying (Your Major), and I'm exploring opportunities in (industry/field). I admire (Company Name) for its work in (specific aspect of the company that interests you) and would love to learn more about potential internship or entry-level opportunities.

If you have any insights or advice on the best way to get started at (Company), I'd really appreciate your time. Looking forward to connecting!

Best,

(Your Name)

Example:

Reaching Out About a Specific Job Opening

Subject: Interest in (Job Title) at (Company Name)

Hi (Recruiter's Name),

I hope you're doing well. I recently came across the (Job Title) position at (Company Name) and am very interested in applying. With my background in (your field/major) and experience in (relevant skills or projects), I believe I would be a strong fit for this role.

Would you be open to sharing more details about the position or the hiring process? I'd love to learn more about what you're looking for in a candidate. Looking forward to connecting!

Best,

(Your Name)

Final Tips & Takeaways

- Keep your profile updated as you gain experience
- Stay engaged by posting, commenting, and networking
- Be professional, authentic, and strategic with your content

More Resources:

Example Accounts:

- [Lasse Palomaki](#)
- [Youtube video for LinkedIn creation](#)

Stay Connected with your Career Services Office!

- Charlotte Hamil, Director
- Rielyn Williams, GA
- Email us at: careerservices@oc.edu
- Call our office at: 405.425.5960
- Follow our Instagram: oc_career_services
- Make an appointment on Handshake!