Overview

- Why you should care about LinkedIn
- What goes in your profile
- How to use LinkedIn
So what?

- Over 500 million users across 200 countries
  - 128 million in the US
- Database for your professional connections
- 21st Century
- Networking tool
  - 80% of jobs are obtained through networking
So what?

- According to the *Jobvite 2016 Recruiter Nation Report*, 87% of recruiters find LinkedIn most effective when vetting candidates during the hiring process. (2017)
- 57% of companies have a LinkedIn Company Page
- LinkedIn is the most-used social media platform amongst fortune 500 companies
LinkedIn Profile

- What goes on your profile?
  - Photo
  - Headline
  - Summary
  - Experience
  - Organizations
  - Education
  - Volunteer Experience
  - Skills

- Certifications
- Honors & Awards
- Courses
- Languages
- Recommendations
- Media
LinkedIn Profile

- **Photo**
  - LinkedIn profiles with headshots get 14 times more profile views
  - Background photos should look professional
    - Great way to showcase personality. Default is the blue background

- **Headline**
  - Default to current position
  - Be specific
    - Specialty (policy focus)
    - “Future” anything
    - Be skills focused
LinkedIn Profile

Chris Adams • 1st
Director of Student Services and Programs at The Ohio State University
Columbus, Ohio Area

Experienced Administrator with a demonstrated history of working in the higher education industry. I currently serve as the Director of Student Services and Programs for the John Glenn College of Public Affairs at The Ohio State University. Our mission is to "inspire citizenship and develop leadership". Our...
LinkedIn Profile

- **Summary**
  - Why should they keep reading?
  - What makes you special?
  - DO NOT rehash your work experience
LinkedIn Profile

Summary

Keep it engaging and original

- Detail-oriented business analyst with strong problem-solving skills.

How about:

- I was the kid who didn't break apart my Rubik's Cube so that I could get all the colors lined up—I was the kid who solved it. And I've not stopped taking on impossible, beat-your-head-against-the-wall challenges since.
LinkedIn Profile

- **Summary**
  - Keep it engaging and original
  - Write in the first person
  - Know your audience
LinkedIn Profile

- **Summary**
- A creative and intuitive leader who is always searching for ways to improve. Specializes in individualization and being personable as well as experience in conflict management. Very organized and always shows up on time with a positive and energized attitude. Has a strong interest in medication safety and administration as well as availability of medication counseling for opioid drugs, anti-coagulants, and drug addiction in general.
Summary

Dr. Michael V. Drake is the 15th president of The Ohio State University. His focus is on strengthening Ohio State’s position as a national flagship public research university through excellence in five strategic areas:

- Teaching and learning
- Access, affordability and excellence
- Research and creative expression
- Academic health care
- Operational excellence and resource stewardship

During President Drake’s tenure, the university has seen record highs in applications, graduation rates, academic excellence, diversity and donor support. Additionally, it has received national recognition for its commitment to teaching and learning as well as excellence in patient safety and clinical outcomes at the university’s Wexner Medical Center.
LinkedIn Profile

- Experience
  - Resume
    - Bullet points
  - Media, projects, portfolio
Allie Hutchison
Innovative millennial who thrives on helping others reach their full potential.
Columbus, Ohio

LinkedIn Profile
LinkedIn Profile

- Organizations
  - JGCPA
  - Regional Buckeye Groups
  - Professional organizations in your realm of interests
Volunteer Experiences and Causes
  - Don’t forget this!
  - Treat it like your work experience
LinkedIn Profile

- Skills and Endorsements
  - Is Microsoft Suite still actually a skill?

- Languages
  - Take English off if this is your native language
Recommendations

Allie is an exceptionally talented career coach. She is able to give professional feedback and provide useful resources to aid in all aspects of professional development such as job searching, resume and cover letter writing, and interview skills. As her colleague, I have always felt encouraged and empowered by Allie’s assistance and support.

I have been very impressed with Allie’s character and abilities. She has an ability to relate to a wide range of people. I have seen her interact effectively with students, parents, alumni, employers and faculty. As the career fair coordinator of six different events, she was able to increase the number of companies by 16% and the student turn out by 12% in her first year. Allie has displayed leadership by hiring, managing and evaluating our Career Services Assistants. Her excellent vocabulary and grammatical skills has made her an exceptional writer.
Ask Trevor to recommend you

Help us personalize your request

How do you know Trevor?

Relationship

Select relationship

Position at the time

Select your position at the time

Next
LinkedIn Profile

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LinkedIn Profile

- Photo
- Work Exp.
- Education
- Skills
- Summary
- Headline
Tips & Tricks

- Edit your URL
- Add media
- Request recommendations
- Network
Chris Adams - 1st
Director of Student Services and Programs at The Ohio State University
Columbus, Ohio Area
The Ohio State University
Columbus, oh • 305,462 alumni • 305,846 followers

22 connections work here. See all 23,267 employees on LinkedIn →

About us
One of the largest universities in the United States, The Ohio State University is a leading research university and the model for the state of Ohio's public higher education institutes. Founded in 1870 as a land-grant university, it was ranked in 2006 as one of the top 20 public universities in the United States. The main campus is located in Columbus, and regional campuses are located in Lima, Mansfield, Marion, Newark and Wooster.

Researchers capture oldest ice core ever ...

Recent update

Search alumni by title, keyword or company

305,462 alumni

Where they live

<table>
<thead>
<tr>
<th>State/Region</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>293,620</td>
</tr>
<tr>
<td>Columbus, Ohio Area</td>
<td>119,764</td>
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<tr>
<td>Cleveland/Akron, Ohio Area</td>
<td>22,621</td>
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</table>

Where they work

<table>
<thead>
<tr>
<th>Company</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Ohio State University</td>
<td>10,350</td>
</tr>
<tr>
<td>JPMorgan Chase &amp; Co.</td>
<td>2,108</td>
</tr>
</tbody>
</table>

Show more