

# LinkedIn Profile Creation | Beyond OSU: Artifact

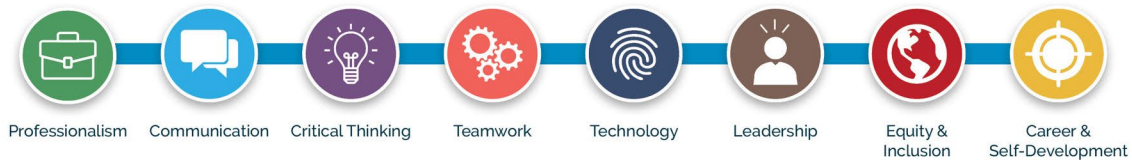
## Assignment Overview:

In this assignment, students will set up or update a LinkedIn profile to build a more professional and effective presence for increasing networking and employment connections.

**Learning Outcomes:** 1. Develop a comprehensive and professional LinkedIn profile.  
2. Implement networking strategies using a career artifact.

**Beyond OSU:** This assignment falls under the **Beyond OSU I (Prepare) learning outcome #2:**  
**Apply life-long career development concepts through the creation of career relevant artifacts.**

**NACE Competencies: Skills developed completing this assignment:**  
Professionalism, Communication, Technology, Career & Self-Development



**Step 1:** Go to [LinkedIn](#) and follow sign-up instructions (or go to your profile).

**Step 2:** Follow the [10 tips for a great LinkedIn presence](#): There is a worksheet to help you on page 2.

1. **Write an Informative Profile Headline:** Your headline is a short, memorable professional slogan. For example, 'Honors student seeking marketing position.' Check out the profiles of students and recent alumni you admire for ideas.
2. **Pick an Appropriate Photo:** LinkedIn isn't Instagram. Upload a high-quality photo of you alone, professionally dressed. No party shots, cartoon avatars or puppy pics! Profiles with photos are seven times more likely to be viewed.
3. **Show Off Your Education:** Include all your schools, major(s) and minor, courses and study abroad or summer programs. Don't be shy! LinkedIn is an appropriate place to show off your GPA, test scores and honors or awards.
4. **Develop a Professional Summary:** Your summary statement is like the first few paragraphs of your best-written cover letter—concise and confident about your qualifications and goals. Include relevant work and extracurriculars.
5. **Fill 'Skills & Expertise' with Keywords:** This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.
6. **Update Your Status Regularly:** Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles or events you're attending. Many recruiters read your feed.
7. **Show Your Connectedness:** Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.
8. **Collect Diverse Recommendations:** The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you. Ask supervisors/mentors/managers to post something on your behalf.
9. **Claim Your Unique LinkedIn URL:** To increase the professional results that appear when people search for you online, set your LinkedIn profile to 'public' and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).
10. **Share Your Work:** You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share media or documents. This highlights your skills by showing employers exactly what you can produce.

**Step 3: Submit your assignment (to be determined by instructor):** Use your LinkedIn URL, send a request to your instructor to connect via LinkedIn or post your LinkedIn URL to canvas for review.

**Step 4: Join or follow at least 10 entities:** Example: Join the **Oregon State University Network** and follow the **OSU Career Development Center**. Think about people and companies you'd like to work for someday.

**Resources:** [Networking and LinkedIn](#)

## Student Worksheet:

**Part 1:** To receive full credit for this assignment, your LinkedIn profile must include the following 8 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. **This assignment will be graded as follows:**

Check	Task Name	Description of Requirement	Weight
	Photo	Include a professional-looking headshot	10%
	Headline	Create an impactful headline	10%
	Professional Summary	Include at least 2 jobs, activities or volunteer positions	20%
	Experience	Include 1-3 paragraphs, similar to a cover letter, that describe your skills and qualifications	20%
	Education	Add your OSU major and school name	10%
	Skills	Add at least 3 skills/keywords to your profile	10%
	Unique Profile URL	Create a customized professional URL (versus the default URL that LinkedIn assigns your profile)	10%
	Connections	Join/follow at least 10 professional or university-related groups (below)	10%

**Part 2: Join or follow at least 10 entities:** Example: Join the Oregon State University Network and follow the OSU Career Development Center. Think about people and companies you'd like to work for someday.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Step 3: Submit your assignment (to be determined by instructor).**

Enter your LinkedIn URL profile address. To find your profile URL after login, click your name, then contact info., then copy and paste your profile here:

**Other tips:** 1. Free headshot photos are available during all career fairs on campus. Pick out a professional outfit and get an amazing photo. 2. Have someone proofread your profile before finishing the assignment.

## Notes for Instructors:

Please adjust this assignment as needed to fit your schedule, point system and course outcomes. While these are designed intentionally at this length, we know that career development is not a one-size fits all process. Be mindful of your audience and their specific career needs. Please add specific industry elements to make this assignment more engaging where needed.

### Suggestions for this assignment:

**Length:** You can adjust the number of activities or connections to make on their profile. Coach them through any industry tips or expectations on how to best message people via LinkedIn.

**Assessment & Submission:** Please assess this assignment in line with other work for your course, and direct students in how you would like them to submit it (print out this handout and turn it in during class, fill it in electronically and submit via Canvas, etc.). While we included a sample rubric on the worksheet, please adapt this to fit your needs. In terms of scaffolding, this assignment could be used after other artifacts (Personal Brand, Elevator Pitch, etc. or before LinkedIn Job Search). If you mostly teach non-traditional students who are likely to already have a LinkedIn page, you could move directly to the LinkedIn Job Search or give students a choice in the style of “Chose Your Own Adventure”.

**Additional Resources:** Please consider using the robust online resources the [Career Development Center](#) offers you and your students. For more information on using the Career Development Center's tools, events and workshops in your classroom, please [visit our website](#).

