



LinkedIn Profile Development Guide

Your LinkedIn profile can be an effectively tool for creating an online brand, engaging in professional networking, and starting a job or an internship search. Given the importance of a strong LinkedIn profile, the Career Planning and Placement office has put together a LinkedIn Profile Development Guide to aid you as you create your LinkedIn profile or refine an existing profile. If you have questions about this guide, or would like your profile reviewed by a Career Planning and Placement staff member, feel free to email our office at bizcareers@wayne.edu or call us at 313-577-4781.

LinkedIn Profile Section	Content to Include
Professional Picture	No distracting background, no cropping, headshot should clearly show your face. No Selfies! Men should have collared shirt and tie. Women should be wearing professional business attire.
Headline	Describe your year at WSU Mike Ilitch School of Business with your major. (i.e. Accounting Sophomore at Wayne State University – Mike Ilitch School of Business). You can also include information about your current job or internship search here.
Summary	Ideally 3-5 sentences – Revisit educational background related to WSU. Discuss experiences/skills/accomplishments as they relate to your current degree path and desired job. The last sentence should be about the job you are looking for or your goals after graduation.
Experience	Include work experience with details of tasks, duties and accomplishments with length of experience listed. This section should be an extension of your resume. If you do not have work experience, be sure to include relevant volunteer, community service and groups with which you have been or are currently involved.
Education	School: Wayne State University - Mike Ilitch School of Business; Degree: Bachelor of Science in Business Administration; Field of Study: [your major as it specifically reads in Degree Works]. Do not include high school.
Skills	Identify and add at least 5 skills related to the industry that you are interested in. Add the skills to the Skills and Endorsements section. Request endorsements from supervisors, co-workers, and classmates if you can.
Interests	Add at least 5 interests to the Interests section.
Connections	A great initial goal is to make 20 connections, but you should aim to have far more than that. Your connections can be classmates, coworkers, or anyone who you would like to connect with who has a LinkedIn account.
Companies/Networking	Follow 2 companies that you are interested in and join 2 WSU pages: <ul style="list-style-type: none"> • Wayne State University - Mike Ilitch School of Business (School) • Wayne State University Students and Alumni (Group)