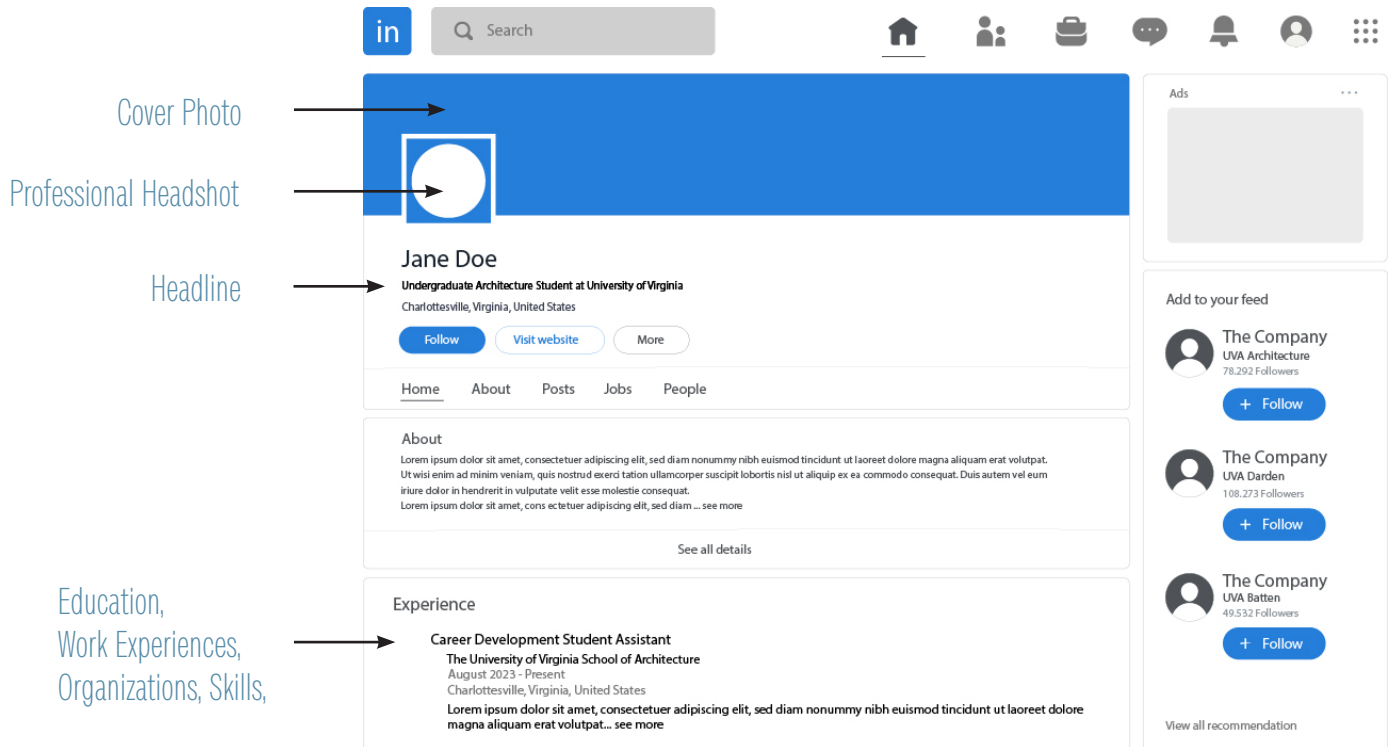


LINKEDIN BASICS CHECKLIST

✓ WHY SHOULD I HAVE A LINKEDIN?

- Professional path to locate industry leaders for your career field
- Job posting platform
- Never-ending resume that you don't have to cut down
- Way to advertise yourself and build your brand
- Source of free information on how to attain particular roles

✓ WHAT DO I NEED TO GET STARTED?



1. Cover Photo: These can represent your career path, be personal photography, or something simple like the UVA rotunda that immediately shows that you're a student!
2. Professional Headshot: This can be taken professionally, but a photo in workplace attire, taken with a good camera phone works fine!
3. Headline: Professional title of statement you want to make about yourself. *For example: 4th year UVA Architecture Student.*
4. Education, Work Experiences, Organizations, Skills: Input your resume content into the corresponding fields.

✓ MORE TIPS TO PERSONALIZE YOUR PAGE:

- Follow 5 Interests, add a new one every time you log in.
- Every two weeks, like, share, or comment on a post.
- Consistently add new connections. Start with classmates, family, neighbors, friends, and faculty you know. The goal to be relevant on the platform is 500+. But, the more connections you have, the more professionals you have access to. Each connection you make allows you to view three levels of their connections.
- Look around, scroll your feed, research organizations- much can be taken away from exploring LinkedIn for interviews or networking events!