



## LinkedIn: Maximizing Your Professional Online Presence

### **What is LinkedIn?**

A leading online professional directory of individuals and companies used for professional networking, connections, and job searching (<https://www.linkedin.com>)

### **Watch the videos below:**

<https://www.youtube.com/watch?v=ZVIUwwqOfKw>

<https://www.youtube.com/watch?v=27BTcka64wQ>

### **Follow this checklist to create a successful LinkedIn profile:**

- A Professional Profile Photo
- An Impactful Profile Headline
- A Well-Developed Summary
- A Well-Constructed List of Professional Experience
- A Skills & Endorsements Section
- Recommendations from supervisors, co-workers, etc...
- Join LinkedIn Groups

### Sample LinkedIn Profile

The screenshot shows a LinkedIn profile for a student. The header features a teal background with a network diagram and a circular profile picture of a woman. Below the photo, the text reads: "KBCCASAP Student", "ASAP Student Leader/Aspiring Special Education Teacher", "Kingsborough Community College ASAP Office • Kingsborough Community College", and "Brooklyn, New York • 3