

LINKEDIN GUIDE

How to Create and Maintain a Professional Online Presence

Use Your LinkedIn Profile as an Interactive Business Card

- + A strong profile is key in this competitive job market.
- + It's a summary of your professional experience, interests, and capabilities designed to attract the attention of important people online (i.e. recruiters, network contacts, or possible clients.)
- + Remember: UTSOA is a well-respected brand. You can use it to your advantage to create networking contacts. You represent UTSOA too—so do it well!

Choose the Right Profile Picture for LinkedIn

- + A good photo is one of the most important elements of your LinkedIn profile. A good first impression encourages the viewer to read the rest of your profile. In fact, your profile is 14x more likely to be viewed simply by having a profile picture.
- + Get a professional with a nice camera to take your picture. People can tell if you snapped a selfie or cropped yourself out of a group shot. Whose hand is that on your shoulder and why is it in your photo?
- + Have a photo that looks like you. Wear your hair as you do normally or as you would for an interview. If you routinely wear glasses, wear them for the photo.
- + Fill the frame with your face. Crop the photo from just below the shoulders to no higher than just above your head.
- + Dress appropriately for your industry. Wear clothes that support rather than distract from your face.

Create a Strong Headline

- + Your profile headline gives people a short, memorable way to understand who you are as a professional.
- + Think of ways to enhance your headline, instead of simply writing "Student at UTSOA." Tell people what you're excited about now and the cool things you want to do in the future.

Develop a Professional Summary Statement

- + Your summary statement should be concise and show that you are confident about your goals and qualifications. Describe what motivates you, what you're skilled at, and what's next.
- + Present your summary statement in short blocks of text for easy reading. Bullet points work well too.

Share Your Skills

- + The "Skills & Expertise" section is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you.
- + Add at least 5 key skills - and then your connections can endorse you for the things they think you do best.
- + A great place to find relevant key words is in the job listings that appeal to you, and the LinkedIn profiles of people who currently hold the kind of positions you want.

Share Your Work

- + Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it in the “Projects” section.
- + Enhance your LinkedIn profile; add examples of your design work, photography, or other accomplishments. Include URLs to your portfolio, website, or blog.
- + Do not direct individuals to your Facebook, Twitter, etc.

Stay In Touch Via LinkedIn Groups

- + Join the The University of Texas at Austin School of Architecture Alumni and Student Network to connect with current students and alumni.
- + Most students also join UT’s main LinkedIn group, as well as the larger industry groups related to the career they want to pursue.
- + There are subgroups in various cities across the nation, too; we encourage you to set up informal events with your peers using the groups and subgroups feature.

Use the “Search” Function to Your Advantage

- + Want to move to San Francisco, New York City, or Portland, but have no idea who you could contact to find a position? Use the “Advanced Search” function and specify “The University of Texas at Austin” in the school area, then simply type in the zip code you want. Search results will show all individuals listed as practicing in that area.
- + Search for the people who’s jobs you would like to have in the future. How did they get to where they are?