Why should you create a LinkedIn profile if you already have a resume?
Think of LinkedIn as the dynamic, interactive version of your resume, your professional social media account, and database of your contacts and connections. When a recruiter searches your name online, your LinkedIn profile may be the first result, so it should reflect how you want to be known professionally.
LinkedIn is an important component of your career planning toolbox. How can you use the platform to your advantage and make the world’s largest professional network a little bit smaller?

**Top 10 LinkedIn Tips for You**

**Create Your Unique Profile.**
Use the checklist at the back of this handout as a guide to which elements to include.

**Proofread, Rest, Then Proofread Again.**
Wait to make your profile visible to others until after you have corrected any errors and typos.

**Keep It Current.**
Be sure to update your LinkedIn profile as often as you update your resume.

**Let People See You.**
Yes, you do need a photo on your profile. No, you do not need to pay a pro photographer to take it.

**Leave Personal Life Out of It.**
Use other social media platforms for making weekend plans and sharing cat videos. Your audience for LinkedIn is your boss and your colleagues.

**Join Groups.**
Request to join groups related to your school, your skills, your professional organizations and interests.

**Beware the “Easy” Connection Tools.**
When you want to connect with someone, go to their profile before you click Connect, so you can send a short personalized message.
Clicking Connect from a suggested contact list will spam the person with a generic message.

**Focus on the 1st & 2nd Degrees.**
Your friends and roommates today will be your colleagues and clients tomorrow. You can also use the alumni search to identify potential contacts.
If you search too many companies or distant contacts, LinkedIn will block your searches and strongly encourage you to join Premium. (Is this in your student budget?)

**Ask for Advice.**
Use LinkedIn to set up informational interviews with alumni or other acquaintances that are not on Terrapins Connect. You can ask about your contact’s career path, or about useful skills and activities. Refrain from asking your recent acquaintances for a job. Send a thank you note after your conversation.
Your LinkedIn summary tells recruiters, colleagues and classmates:
• how you want to be known professionally
• type of professional opportunities you are seeking (internship, new job, networking)
• your principal skills and expertise
The samples provided here do not represent all types of acceptable summaries, but can provide direction in crafting your own.

### Sample Summaries

#### First and Second Year of College

**UNDecided ENGINEERING**

I am an ambitious first year engineering student at the University of Maryland. I hope to one day fix the biggest problems in the world, and will use my time in college to explore every facet of engineering to find what interests me the most.

I am currently seeking exposure to the field through an exciting and challenging internship position.

**Bioengineering Major**

I am a freshman bioengineering student eager to make a difference in the field of human health care.

I am interested in summer internship or research opportunities that will allow me to explore this field and fuel my passion. Outside of class, I am involved with the Biomedical Engineering Society, and work part-time as a server at Ledo’s Pizza.

**Materials Science & Engineering Sophomore**

Sophomore at the University of Maryland, College Park, seeking a degree in Materials Science and Engineering. Interested in the application and development of polymer materials. Strong leadership and communication skills as demonstrated through previous class project experience. Currently seeking research opportunities on campus and summer internship opportunities.

#### Career Objective or Industry

**Automotive Engineering**

I am a junior mechanical engineering student who is very passionate about cars. It is my goal to work in the automotive industry as a mechanical drive systems engineer in order to make the cars of tomorrow safer, more reliable, and efficient.

This past summer, as a safety engineering intern at Ford Motors, I was responsible for testing systems to ensure emissions and safety compliance with all government regulations. On campus, I have been a member of Terps Racing for the past 2 years, where I am the drive systems sub-team leader, and have numerous hours of hands-on experience building the systems and working with the team. I also am proficient in Autodesk Inventor, and have had exposure to C++.

**Future Technical Consultant**

As a senior chemical engineering student in my final year of the Quality Enhancement Systems and Teams (QUEST) Honors Program, I am excited to apply my analytical skills in the field of consulting. I am a team player, and would like to work in a fast-paced collaborative environment to solve the challenging problems of today.

With QUEST, I have had the opportunity to work on many projects that combine the fields of engineering, business, and computer science to come up with innovative solutions. I have further developed my communication and problem solving skills as a Physics 2 Teaching Fellow. I look forward to the opportunity to bring these experiences to a competitive consulting firm.
SAMPLE SUMMARIES, CONTD

Career Objective or Industry

A sustainable energy entry level job

As a senior Electrical Engineer at the University of Maryland, I am passionate about sustainability. My technical skills include hardware such as nScope, Arduino, and Raspberry Pi as well as CAD software including Autodesk Inventor, Solidworks, and Creo Parametric 3.0. I also have ample coding experience in UNIX and Verilog Hardware Description Language. Through my experience with the UMD Solar Decathlon team, I’ve applied these skills to an intensive interdisciplinary project to create a 100% solar powered and water efficient home. The energy subsystem team and I designed and coded an energy system that accurately predicted weather patterns and made recommendations for daily energy use. Our home earned 2nd place overall in the international competition, and 1st in the US for our innovation and integration of our many systems.

Now, I am seeking a full time position after May 2019 in which I can put my unique technical skills to work and consult large-scale projects to ensure and improve smart energy use and even develop energy production.

Aerospace Co-op or Internship

Aerospace Engineering student at the University of Maryland (UMD) with a keen interest in high-speed aerodynamics and boundary layer interactions. Previous internship experience at Sikorsky for the CH-53K Heavy Lift Systems Engineering Group. Currently pursuing departmental honors research in drag buildup at the High-Speed Aerodynamics and Propulsion Laboratory at UMD.

Seeking a co-op or internship to build a long-term career in aerospace engineering to apply engineering principles to solve real-world problems and gain overall insight into the profession.

Specialties: C/C++, Python, Java, Matlab, Arduino, SolidWorks, PTC Creo, ProEngineer

Structural Engineering

I always knew I wanted to be a Civil Engineer. As a child, visiting construction sites and drawing all day was more fun than watching cartoons. I took this passion with me to the University of Maryland and really cultivated my interests as I earned my bachelor’s degree in Civil Engineering. My time spent working on Engineers without Borders projects and as the Treasurer of the Association of Civil Engineering chapter on campus furthered my interests professionally while contributing to my social development.

My goal as a Civil Engineer is to not only develop the world around us but do so in a way that is sustainable and environmentally conscious. Currently, I am a Structural Engineer with Clark Construction Group in DC. I assist in the design and planning of the construction of new buildings while also overseeing the construction process. I bring my passion for design and sustainability with me to work every day. I strive to be a life-long learner and look forward to acquiring new professional skills along the way.

A few more notes on the summary

A LinkedIn summary is the first thing that recruiters looking at your LinkedIn profile will read.

You can choose how much of your personal “voice” comes through, but be sure to:

- use appropriate and professional punctuation and grammar
- proofread for spelling and capitalization errors

If you are looking for a new job but you are not ready to tell your current employer, be sure to adjust your privacy settings in LinkedIn so you don’t share profile edits. Keep your intentions subtle in your headline and summary as well.

LinkedIn summaries take on many different forms and styles, but most important to impressing recruiters is to be as clear and authentic as possible.
EVELYN F. - RECENT AEROSPACE GRAD

I am incredibly passionate about aerospace, and look forward to the opportunity to apply my knowledge and critical thinking to problems and projects within the aerospace industry. My interests within the aerospace field include UAV/UAS and aerodynamics, particularly of supersonic and hypersonic flows. I am proficient in MATLAB, Autodesk Inventor, and Microsoft Office, and have exposure to Siemens NX, C++, and Python. In addition to my B.S. in aerospace engineering, I have a minor in International Engineering. I studied abroad in Madrid and have since discovered my love of travel, language, and culture.

DAVID P. - RECENT GRAD, STARTUP FOUNDER

I am David Potter, CEO of Curu, Gates Millennium Scholar, and I am passionate about creating powerful environments. I grew up in poverty, where all of family and friends fought an uphill battle financially, mentally, and environmentally in attempt to make it forward in life.

I was able to figure my path and overcame my obstacles, but along the way I noticed that that everyone fights a similar uphill battle and has the same aspirations that I do to move forward in life. I am committed to bringing the world closer to the American dream and empowering people by providing the world with the most powerful tool through Curu.

MICHAEL G. - INSTRUCTOR

I am a very well rounded, creative, and hard working individual capable of taking on anything. I dream of one day being able to truly make a difference in the world, by collaborating with others in academia and scientific research to effect positive and meaningful change in many peoples' lives. Giving back and working with others to provide something meaningful to them has been a driving passion throughout my life thus far, and it will continue to be a vital part of my future.