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# LINKEDIN PROFILE MUST HAVES

**B2B**

BRIDGES 2 BUSINESS  
SOKA UNIVERSITY



CAREER SERVICES | INTERNSHIPS

-  **PROFESSIONAL HEADSHOT** High quality photo when you're facing a camera and dressed in business casual outfit.
-  **CATCHY HEADLINE** Avoid generic job titles. Write about your unique skills and/or what you specialize or excel in. You can also mention your aspirations and reason for it.
-  **CRAFT A SHORT SUMMARY** Write a to-the-point blurb that showcases your most important skills and achievements.
-  **BUFF UP EACH EXPERIENCE** Include what you learned from each work experience.
-  **GET INVOLVED WITH GROUPS** Use groups to network and expose your knowledge base. Type in words based on your personal and professional interest or looking at "Groups You May Be Interested In" section.
-  **INCLUDE VOLUNTEER EXPERIENCE** Volunteer work shows future employers that you're willing to take the initiative and work for causes you believe in.
-  **SHARE EXAMPLES OF PAST PROJECTS** It adds visual dimension(s) to your profile. It also demonstrates tangible skills to any potential employer. It can include college essays to personal blog posts.
-  **NETWORK, NETWORK, NETWORK.** Expanding your LinkedIn connections is a vital step in securing future jobs and internships. According to *Forbes*, about 880 percent of available jobs are not advertised.
-  **DON'T IGNORE ADDITIONAL PROFILE SECTIONS** Besides volunteer positions, include all unpaid jobs, charities or foundations you've worked with in the past. It can also be honors, recognitions, and prizes you've won.
-  **REQUEST RECOMMENDATIONS** If you're confident about your profile or a recent project, consider asking an employer to write a recommendation. Specifics are better as it shows how you shine.
-  **CREATE A STATUS UPDATE** Your entire network, including employers, will see your updates. Keep it professional and to the point. Updates each week can include helpful online courses you've completed or new articles you've written.