

****

**LinkedIn Assignment**

The purpose of this assignment is to help you start and or update your LinkedIn Profile. Additionally this assignment will help you engage in networking opportunities that lead you to building employer connections, developing your personal brand, and finding internships or full-time employment. LinkedIn is the largest professional online networking site in the world with “97% of all HR and staffing professionals use LinkedIn in their recruiting efforts.” - [LinkedIn: Revolutionizing the World of Recruiting](http://www.masters-in-human-resources.org/recruiting/)

Creating a LinkedIn account early in your academic career “will help support your job hunting efforts today and in the future.” - [Miriam Salpeter, 2011](http://money.usnews.com/money/blogs/outside-voices-careers/2011/05/11/why-college-students-should-join-linkedin)

**Steps:**

1. Watch the LinkedIn “[Overview](https://www.youtube.com/embed/YWp6AN00D_c?&autoplay=1)” video.
2. Download the LinkedIn [Profile Checklist: College Students](https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn%20Profile%20Checklist%20-%20College%20Students.pdf) document.
3. Watch the LinkedIn “[Top 5 Profile To-Do’s](https://www.youtube.com/embed/B8WZxYFaSmI?&autoplay=1)” video.
4. Review the LinkedIn “[5 Tips for Picking the Right LinkedIn Profile Picture](http://talent.linkedin.com/blog/index.php/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture)” article.
5. Pick out a professionally appropriate outfit to take your picture. If you need help with taking a picture, Student Engagement & Career Connections often provide a LinkedIn Photo Booth at our Engineering Career Fair. **(*if you currently have a professional photo uploaded to your LinkedIn Profile you do not need to re-take your picture****)*
6. Visit the Student Engagement & Career Connections office in Ronald Tutor Hall 218 to have your LinkedIn Profile reviewed during Drop-in Career Counseling Hours.

**LinkedIn Profile Checklist:**

* Photo
* Headline
* Summary
* Experience
* Organizations
* Education
* Skills & Expertise
* LinkedIn Groups
* Alumni Tool
* Jobs

**Name of Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Instructor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Assignment Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**LinkedIn Profile Reviewed by**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date** \_\_\_\_\_\_\_\_\_\_

  **(PRINT NAME) (STAMP/SIGNATURE)**

**Student Engagement & Career Connections – USC Viterbi School of Engineering**

<https://viterbicareers.usc.edu/>

Ronald Tutor Hall 218 • vcareers@usc.edu • 213-740-9677