

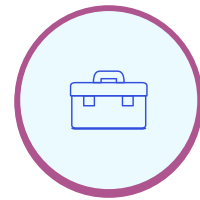


# THE TOOLKIT

A collection of resources designed to provide practical tools for women and non-binary undergraduate students.

## Crafting your LinkedIn Profile

Often undergraduate students dismiss LinkedIn as a platform for people who have already started their careers or have “impressive” credentials to show off or they create a profile because they’re “told” to and never update or interact with it. It’s easy to forget about it if you’re snowed under with course work or not actively job searching. It may take some work and getting used to but creating a LinkedIn profile and developing the skills to effectively use it will help you build a base professional network while studying and then help you find your first job after graduation.



**"I MADE A LINKEDIN ACCOUNT AFTER A PROFESSIONAL DEVELOPMENT PRESENTATION IN UNDERGRAD AND HONESTLY AT FIRST I HARDLY USED IT. THE FURTHER I GOT IN MY EDUCATION THOUGH, I FOUND LINKEDIN TO BE A VALUABLE RESOURCE FOR CONNECTING WITH COLLEAGUES AND SEARCHING FOR NEW JOBS. AS A POST-GRADUATE, I USE LINKEDIN SEVERAL TIMES A WEEK TO KEEP TABS ON FUTURE POSITIONS THAT COULD HELP GUIDE MY PROFESSIONAL NEXT STEPS."**  
 - PSYCHOLOGY MAJOR

# Tips & Tools

1

**Write a comprehensive profile.** While it may seem intimidating, your LinkedIn profile is simply an online version of your resume (for help writing your resume see EWAAB's Career Guides: Resumes). Be sure to include all of your experiences and additional skills, you never know what will spark a professional connection. Don't be afraid to include all of your school experiences (study abroad, research projects), awards and your GPA. Lastly, choose a profile picture that highlights the professional you - a photo that shows your whole face with a simple background.

3

**Stay connected to groups and other interests.** Groups you join appear at the bottom of your profile and can show that you're interested in engaging in professional communities. Start with your university and industry group. You can also follow hashtags such as #ewaabconnect or #womeninstem. By following hashtags you're more likely to come across people with similar professional interests to connect with and find opportunities that fit your background.

2

**Take advantage of the summary section.** This section is perfect for your versatile elevator pitch (see EWAAB's resource on Developing Your Elevator Pitch). Write a brief summary of your experiences and qualifications so the next person to look at your profile will be interested in scrolling through to learn more about you. Be sure to include your goals here especially if you're looking for research or internship experience in a specific field.

4

**Begin building your network.** You can start as small as folks in your classes and branch out from there. Try connecting with people in the industries you're interested in breaking into by sending them a brief, professional message noting why you're interested in connecting with them. Be sure to keep these messages personal, you're more likely to have your connection request accepted if you've referenced something specific about the person you're looking to connect with (see EWAAB's resource on Cold Emailing).

Tips inspired by - "[How to Make a Better LinkedIn Profile](#)" by Alison Doyle | The Balance Careers

## Further Reading

["How to Use LinkedIn Effectively"](#) by Alison Doyle | The Balance Careers

["Building a Great Student Profile"](#) | LinkedIn

["How to Use LinkedIn Effectively"](#) | MindTools

["How to Use LinkedIn: 5 Smart Steps to Career Success"](#) by Laura Shin | Forbes

## *A note from the author*

*I'll be honest, I didn't use LinkedIn as an undergraduate student. I didn't know how to use it. I was annoyed that my career center constantly encouraged me to use it and every time I went on to create a profile it felt like there was nothing for me to highlight. Only now, as I spend a significant portion of time on LinkedIn do I realize how terrible that mindset was. First, you should never diminish your accomplishments just because you perceive others' to be "better" and second you can use LinkedIn as an undergraduate simply to build a base. You may not get anything significant out of it until you're graduating but because you've developed your base you'll be ahead of all your peers. You can do it! -Sam Collins, MA.*