

LinkedIn

BLUEPRINT

Profile Image

Use a headshot with a clean background, a smile, and a clear view of your eyes.

Need a better photo for your LinkedIn profile? Stop by the CDO for **LinkedIn Photo Drop-Ins: 11AM – Noon on Tuesdays & Wednesdays.**

Personal Headline

Craft something unique, but also relevant to your industry. Think of a headline that will provide insight into who you are, what you do, and for whom you do it.

Professional Summary

Expand on the information you want people to know about you. Be concise and confident in your capabilities, and communicate the value you bring to your field.

Professional Experience

Similar to a resume, outline the accomplishments, skills, and responsibilities from your different professional experiences. Short, simple bullet points that are easy to skim work best.

Join Pomona College LinkedIn Groups

Connect with alumni in your fields of interest by joining Pomona College Groups.

- Pomona College Career Connections
- Pomona College Alumni

Personalize Each LinkedIn Connection Request You Send

The default connection request message can send the wrong signal to the person with whom you want to form a relationship. If it's someone that you met once, it would be a good idea to remind them how you met and bring up an interesting topic you talked about.

Endorsements

LinkedIn endorsements are a great way to show someone that you recognize and value their skills. You should endorse specific skills of your connections to demonstrate to others that you appreciate and admire their abilities. Endorsements should be given freely and should never be followed up with a request for an endorsement in return.

Asking for Recommendations

Unlike endorsements for your skills, recommendations are a personal reference. If you're looking for people to recommend you in a public forum, make sure you're asking people who really know you and your work, such as former bosses and professors.

What is the most polite way to ask for a recommendation?
Reach out to people individually to make the request. Customize each recommendation request with a polite, gracious, and personalized note. And, of course, always thank the person for writing it.

Engage in LinkedIn Groups

LinkedIn groups are a great way to engage directly with people in your industry and establish yourself as a contributor. A good way to get noticed is to create conversation and ask smart questions. Before you ask a question, it is wise to do a bit of research to form a stronger question. Posting industry-specific articles can also show that you are passionate, engaged, and paying attention to your career of choice.

