

## Refreshing/Creating Your LinkedIn Profile

As Oregon Tech continues to enhance the university's online presence, we are asking faculty to refresh their profiles on LinkedIn or create profiles if they don't currently have them.

With more than 150 million users worldwide and 65 million in the U.S., including professors and instructors from other universities around the globe, the website offers significant benefits to users. It is also an important professional showcase for the university. More than 300 Oregon Tech faculty and staff already have profiles on LinkedIn.

Complete LinkedIn profiles will help you network with peers, and provide expanded information about your professional credentials to students and prospective students beyond what limited information is available on the Oregon Tech website.

With that in mind, here is a brief guide to best practices on LinkedIn:

- 1) **Write a compelling headline** – Your profile headline offers people a short, memorable way to understand who you are in a professional context. It includes your job title, areas of expertise and employer. Along with your profile photo, it will determine viewers' first impression of you.
- 2) **Pick a professional photo** – Consider either having a professional head shot taken or having somebody take a well-lit photo of you in front of a white or blank wall. Make sure the appearance of the photo is in keeping with the tone you want to portray to the public and your peers.
- 3) **Be comprehensive** – Fill out your whole profile. Make use of the platform and paint the most robust picture of yourself possible. List all the institutions you've attended, and fill in your specialties sections with keywords that peers might use to search for potential networking opportunities. Don't forget to list honors, awards, publications and other accomplishments that distinguish you.
- 4) **Talk yourself up** – Think of your professional summary statement as the lead to the blog or newspaper article about your professional life. Talk confidently about your goals and qualifications, as well as giving a feeling for your personality and voice.
- 5) **Get connected** – Use the Additional Information area to list your accounts on Facebook or Twitter, your blog or website, etc. You can also put additional interests in to help flesh out potential connections' picture of you.
- 6) **Collect recommendations** – Ask current and former colleagues to write recommendations for you, and don't be afraid to write recommendations for them in exchange. This can only help strengthen your profile and your professional relationships.
- 7) **Claim your unique LinkedIn URL** – Increase the likeliness that people searching for you will be able to find you by setting your profile to public and claiming a unique URL for your profile ([www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)). Include this URL in your email signature.
- 8) **Join groups** – LinkedIn Groups serve as a way for you to connect with fellow professionals with similar interest to share articles, engage in discussions and act as resources for one another. LinkedIn will suggest groups for you, or you can create your own group.

This 49-second video shows how easy it is to make sure you create a complete LinkedIn profile – <http://www.youtube.com/watch?v=JN19RVrXLhM>

If you have any questions, contact the Marketing & Communications office at 541-885-1162.