

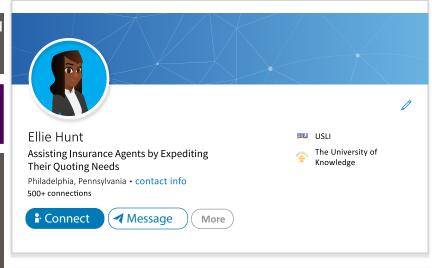




## **BECOMING AN ALL-STAR ON LINKEDIN**

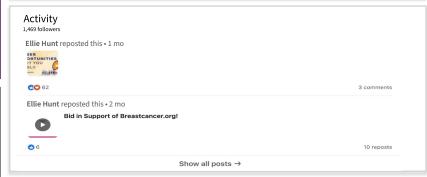
LinkedIn is the world's largest professional network on the internet. It has more than 930 million members in over 200 countries and territories worldwide. Make sure your profile makes a great first impression by completing this All-Star Checklist. Your profile should tell your professional story and make people eager to connect with you.

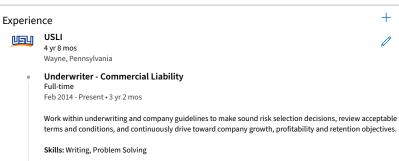
- **HEADSHOT:** Upload a clear, close-up and professional headshot. Make sure you are the only person in the photo.
- **HEADLINE:** State the value you bring to the table, not your job title, in up to 220 characters.
- CONNECTIONS: Connect with other LinkedIn users strategically. You should send connection requests to (and accept requests from) individuals you know personally or professionally and those in your industry or field of study. To reach All-Star status, aim to have 50-100 connections, a number you can grow throughout your career.
- ABOUT: Write a profile summary (at minimum three to five sentences) in first person that tells who you are, what you do and what sets you apart. You can also add up to five skills you want to be known for.
- **ACTIVITY:** Make sure you are engaging appropriately on LinkedIn. Your activity (e.g., posts, comments, reactions, videos, images, articles, documents and more) from the past 360 days will be visible in this section.
- past jobs. For each position you've held, write a description that highlights your most noteworthy responsibilities and achievements. You can also add up to five skills for each role, as well as upload or link to external documents, photos, websites, vidoes and presentations.



## About

What do I love about my career? Its versatility and the company I work for! USLI's company culture is unique. I work in an organization that cultivates energy and continuing education, provides me with the opportunities to objectively work toward my goals with the support of leadership, and has state-of-the-art training to challenge me as an insurance professional.





Supported the Nonprofit Package team with binding coverage for nonprofit organizations and counseling services classes, performed pre-underwriting activities such as inputting all required application information, and sorted accounts based on the team's underwriting guidelines.

See more positions ~

College Help/Intern
Jun 2011 - Nov 2012 • 1 yr 6 mo

- education: Only your highest level of education is required, but you may go back as far as you'd like. Build out each educational experience by including your degree, field of study, GPA, activities, societies, up to five skills, and related media (e.g., documents, photos, websites, videos and presentations).
- SKILLS & ENDORSEMENTS: List all of the skills that you've developed at this point in your career. Think of the keywords related to your role and industry.

## **EXTRA CREDIT!**

**RECOMMENDATIONS:** Ask someone with whom you have a professional relationship to write you a recommendation that will be displayed on your profile.

ADDITIONAL SECTIONS: Embellish your profile by adding volunteer experience, publications, patents, projects, honors, awards, test scores, languages, organizations and causes you care about.

## **START ENGAGING:**

- Follow at least five companies that interest you
- Follow one or a few LinkedIn influencers
- Join groups relevant to your professional career to interact with like-minded individuals



