

Create a LinkedIn Account

Now that you have prepared your resume, you can use the information it includes to open a LinkedIn account and to create your online profile. Many employers use LinkedIn to recruit applicants for job openings, and you can use your profile as a tool to **promote yourself** and your skill sets to prospective employers. Below are some thoughts to keep in mind as you build your profile.

- Consider writing your profile in the first person, using “I” and “my” to describe yourself and your experiences or skills (yes, this advice is different from what is suggested for your resume).
- **Be authentic.** Your profile is a way to sell yourself, and you want to be sure to promote important attributes, but you never want to exaggerate the truth.
- Upload a **professional profile photo.** Keep it simple and understated. Your photo does not have to look like an old yearbook picture that was shot with a studio background, but it should be one where you are wearing clothes that are more typical of an office-based professional – buttoned down and wearing a sweater or suit coat.
- Connect with people on LinkedIn you already know. Locate other CSUB students, professors, and current or former coworkers to start building your professional network. You can also request to connect with the **BPA LinkedIn Group** at www.linkedin.com/groups/6937294/.
- Actively attempt to connect with other LinkedIn users you think might be great networking opportunities for you. Remember to keep your correspondence with people you do not already know professional in both content and structure. (As a side note, you may want to consider making your social media accounts private or editing any posts or photos that you would not want a prospective employer to see. If your account is accessible to general users, it is accessible to a prospective employer.)
- As you find yourself updating your resume throughout your time at CSUB, remember to make similar updates to your LinkedIn profile so that it is always current!