



Basic Steps to Build a LinkedIn Profile

1. Privacy Settings

When you are editing your profile, you can adjust your privacy settings. Click on the “carrot” under your photo, top right, for Settings, Privacy, and Visibility. You can choose who sees your contact information, connections, etc.

2. Name and Photos

Use your preferred professional name. Select a headshot for your profile photo, featuring only yourself and presenting a polished appearance. Your background picture can showcase your individuality and/or represent your career interests. Profiles with photos receive 14 times more clicks compared to those without. Think about adding your pronouns, name pronunciation, and the video story feature that is available on the mobile app.

3. Headline

Use key words related to your career skills. This will help you get noticed! Words or phrases separated by vertical bars look nice and allow you to include several descriptors (e.g., job title, career focus). Check out this great article with helpful tips from HubSpot:

<https://blog.hubspot.com/sales/how-to-write-an-effective-linkedin-headline> .

Examples:

“Marketing Major at MassBay Community College | Aspiring Digital Marketer | Passionate About Social Media Strategy”

“Computer Science Student at MassBay Community College | Python & Java Developer | Seeking Summer Internship”

4. Location/Industry

Your location should be based on your job search criteria, for example, “Greater Boston Area.” Industry – choose from the dropdown list.

5. Customize Your Public Profile URL

You can create a custom URL to highlight your name and delete extra numbers. (If you have a common name, you can add numbers.) Go to the “*Edit public profile and URL*” option to do this – top right.

6. Contact Information

Feel free to share the information you're comfortable with. You can adjust your privacy settings to control who can view your contact details. You could choose to include professional information like your email address or website. Just keep in mind that LinkedIn is a platform for professional networking, so it's best to maintain professionalism when sharing information.

7. Summary/About Section

The 1st 3 lines of the *About Section* are the most important because that is what people see before they click on "...see more," so make them interesting and direct.

- Use 1st person.
- Use industry-related keywords for search optimization.
- Highlight your personality and skills. Maybe include: *What motivates you? Why this profession? What distinguishes you from other candidates? How would others describe you?*
- Highlight key skills and accomplishments (e.g., software programs you know)

Example:

"I am a dedicated Accounting major at MassBay Community College with a passion for financial analysis and investments. I have gained experience through coursework, internships, and participation in the campus investment club. Looking to further develop my skills in a summer internship and work toward a career in financial consulting."

8. Experience

This section is just a version of your resume – *Job Title, Name of Employer, Dates of Employment*.

- Use media links and post articles for effect.
- Use industry-related keywords to describe your work and accomplishments.

9. Education

List the educational institutions you have attended and the dates. Include activities, societies, and leadership roles.

10. Extra Sections like Languages, Volunteer Activities

Add information on language skills, volunteer activities, and technical skills/certifications.

11. Skills, Endorsements, Recommendations

You can request recommendations from people by going to their profile page and clicking on the 3 dots to the right or the "more" button – see "request a recommendation."

12. Follow groups, organizations, and companies

Stay active on LinkedIn by following groups, organizations, and companies that align with your career interests. Prioritize following companies you'd like to work for in the future. Additionally, join relevant groups, such as your alumni association, by using the "Groups" tab. You can access this tab by tapping the "Work" icon in the top right corner or by scrolling to the "Companies, Groups" section at the bottom of your profile.

USE LinkedIn to:

- Connect with others: Use the "message" feature to reach out and request connections. Remember, 1st-degree connections allow you to view profiles, and photos, and gain access to their network, which is

valuable for networking. In contrast, 3rd-degree connections are more distant.

- Find alumni working at specific companies: Visit the MassBay Community College page, go to the "Alumni" section, and search for alumni by typing in the name of the company you're interested in.

Note: there are different features on the desktop vs. mobile app – QR code for example, way you search for companies through alumni network, etc.

Steps to Add Your LinkedIn QR Code on the Mobile App:

1. Open the LinkedIn Mobile App:

- Launch the LinkedIn app on your smartphone (available on both iOS and Android).

2. Go to Your Profile:

- Tap on your profile picture or your profile icon in the top left corner to access your LinkedIn profile.

3. Access the QR Code:

- On your profile page, tap on the QR code icon in the search bar at the top of the screen (it's usually located next to the search bar where you can search for people, jobs, companies, etc.).

4. Generate Your QR Code:

- After tapping the QR code icon, you will see a QR code generated specifically for your LinkedIn profile.
- You can either scan other people's QR codes by tapping "Scan" or share your own by tapping "Share".

5. Share Your QR Code:

- Once your QR code appears, you can choose to share it in different ways:
 - Tap "Share" to send it through messaging apps, email, or social media.
 - You can also save the QR code image to your device for future use.

6. Using the QR Code for Networking:

- You can scan someone else's LinkedIn QR code by tapping the "Scan" button in the QR code section, which will take you directly to their LinkedIn profile.
- To add someone, just click the "Connect" button once you're on their profile page.

How to Display Your QR Code for Others to Scan:

If you want to display your LinkedIn QR code in print or on a screen for someone else to scan, simply:

- Tap "Share" and select a method of sharing, or screenshot the QR code and use it in any form (printed materials, business cards, etc.).

Benefits of Using LinkedIn QR Codes:

- **Quick Connections:** The QR code is a fast way for people to connect with you without needing to manually search for your profile.
- **Networking Opportunities:** Ideal for networking events, business cards, or conferences, where you can easily share your profile with a quick scan.

Final Tips:

- **Keep it Updated:** Your LinkedIn profile should evolve as you gain experience. Always update it with new projects, skills, or job roles.
- **Professional Tone:** Write in a professional but approachable tone. Avoid slang or overly casual language.
- **Consistency:** Ensure your LinkedIn profile is consistent with your resume and other professional profiles.

AI for LinkedIn Profile Photo

Supawork AI – *Top Pick for Students*

- Why it's trusted: Designed with students and early-career professionals in mind. Transparent about privacy — your photos are deleted within hours.
- What makes it great:
 - Simple and free
 - No sign-up needed
 - Outputs look clean and professional (no overly fake "AI" look)
- **Link: [Supawork AI](#)**

LightX AI – *Great for Detailed Customization*

- Why it's trusted: Offers strong privacy settings and high-quality editing.
- What makes it great:
 - Lets you dress up casual photos (e.g., hoodie to blazer)
 - AI-assisted background and lighting correction
- **Link: [LightX AI Headshot Tool](#)**

AI SuitUp – *Fast & Reliable*

- Why it's trusted: Frequently used by students and early-career job seekers.
- What makes it great:
 - Free, fast, and mobile-friendly
 - Good variety of business-style backgrounds
- **Link: [AI SuitUp](#)**