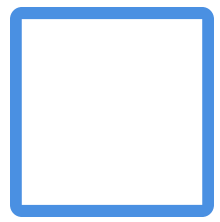


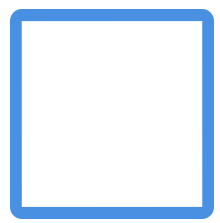
PHOTO

Your headshot should be clear, professional & approachable. Don't forget to smile!



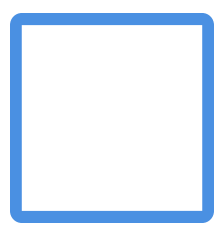
HEADLINE

Describe who you are, what you do or what you want to do in the future. Use industry key words and skills.



EXPERIENCE

List 3+ previous and current roles & describe them in detail. This can also include volunteer work!

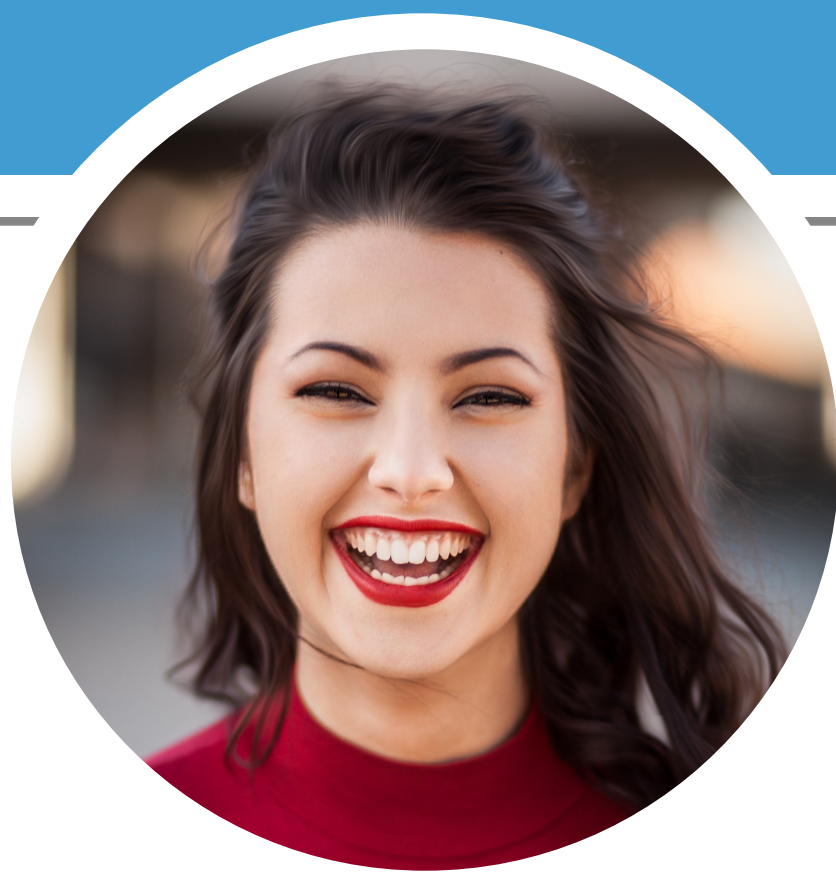


EDUCATION

Starting with post-secondary, list all your educational experiences.

LinkedIn Profile Checklist

Choose a cover photo that represents you



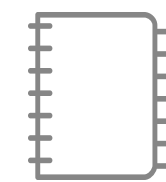
Name

Headline

Ottawa, Ontario, Canada



Carleton University



See contact info



See connections (126)

Message

More...

I am...

- You can use bullets to break up text & improve readability
- Keep in mind the first 3 lines are visible to viewers

Show more

Experience



Position Title
Organization

20XX - Present 1 year 6 mos

Field

Highlight your skills & accomplishments using the S-A-R format:

- Situation + Action + Result

Education



Carleton University

Bachelor of [Degree], Major, Minor...

Start year-End year

- Activities and Societies:
- Awards:
- Courses:

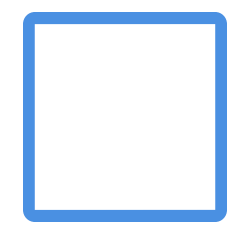


EDIT URL

Customize your URL & add it to your resume, email signature or business card.



linkedin.com/in/yourname



SUMMARY

Think of this as your "elevator pitch." Using first person, include a concise description of your skills, goals, motivation and achievements.



WRITING TIP

Use a "Past, Present & Future" structure when writing your Summary section. Let people know how to reach you.



ADD MEDIA

Add photos, links, presentations, articles, awards & more to your sections to make your profile stand out.



Career Services
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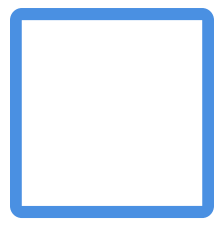


@HIRECARLETON_U



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LinkedIn Profile Checklist



SKILLS

Showcase at least 5 skills, including technical, soft and industry-specific skills.

Skills & Endorsements

Add a new skill 



Skill 1

Endorsed by 15 of your colleagues at...



Skill 2



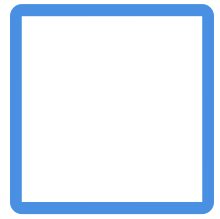
Skill 3

Show more 



GET ENDORSED

Having several endorsements per skill sends a strong message to recruiters that you have these skills.



RECOMMENDATIONS

Ask for positive recommendations from those who know your work.

Recommendations

Ask for a recommendation 

Received (3)

Given (2)

Show more 



ASK FOR A BOOST

When asking for a recommendation from a connection, send a personalized message. Aim for 3+.

ACCOMPLISHMENTS

Add your projects, courses, awards, certifications, languages, & more here.

Accomplishments



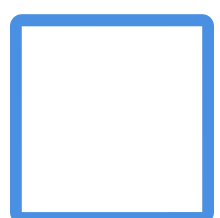
3 Honors & Awards



2 Languages



5 Courses



INTERESTS

Follow organizations, disciplines, and networking groups of interest to get updates on current projects and job opportunities.

Interests



Shopify



Health Canada



Carleton Alumni Association

See all



REMEMBER:

Your LinkedIn Profile is not the same as your resume, so get creative! Showcase your personality, add media content, and most importantly, let your passions come through.



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Personalize your "About Me" Summary on LinkedIn

I am studying/I studied...



What hidden talents
do you have?

I chose to study
because...

Currently, I am doing...

I have these unique skills:

-
-
-



Name one word to
describe yourself.

After I graduate, I hope to...



What do you like to talk about
with classmates or co-workers
and supervisors?

Prepare your Elevator Pitch

1) What are you studying?
(program/degree?)

Write your response:

2) What are your capabilities? (Key
skills/strengths)

Write your response:

3) Career Interests (Why are you
in your field of study? Where do
you see yourself headed?)

Write your response:

4) A question to keep the
conversation going (What do you
want to know about the
person/company/industry?)

Write your response:

5) Put your pitch together!

Write your response:

~A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds~

DURING A CAREER FAIR

Sample Questions to Ask an Employer After Your Elevator Pitch...Transition to a LinkedIn Connection Request

Start with one or two of these questions when ending your elevator pitch:

- 1) I am curious, what do you look for in job applicants? Any screening criteria? What is your recruitment process like? I am interested to know.
- 2) I am curious, will you be hiring this summer? If so, what kind of positions are you looking to hire for? Where would these positions be posted? Do you have a typical “peak” hiring period?

Continue with these questions if the employer remains engaged:

- 3) What are your strategic priorities as an employer for the next 3-5 years as we transition out of the pandemic?
- 4) How does (Company) support its employees as they look to grow and level up their skills and responsibilities?
- 5) What do you like most about (Company)?

End With:

- 6) I would love to continue this conversation further. May I ask, what’s the best way to connect with you if I have further questions? May I add you on LinkedIn?

When inviting members to connect, you can add a personalized message to the recipient to introduce yourself or add context to your relationship.

To add a message to an invitation:

- 1 Navigate to the profile of the member you'd like to connect with.
- 2 Click the **Connect** button located in the introduction section.
- 3 Click **Add a note**.
- 4 Add your personalized message in the text field.
- 5 Click **Send invitation**.

If the recipient replies to your message, it will appear in your messages.

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send

HOW TO SEND A MESSAGE ON LINKEDIN

1. Who you are (introduce yourself)
2. How you know them (eg. networking event, mutual connection)
OR
What you have in common
3. Why you want to connect



carleton.ca/career



career@carleton.ca



401 Tory



Carleton
University

Career
Services