

# LINKEDIN ACTIVITY

## Objective

The objective of this LinkedIn activity is to empower students to create a professional and engaging LinkedIn profile that effectively showcases their skills, experiences, and personal brand. By the end of the activity, students should be able to:

1. Understand the purpose and benefits of having a LinkedIn profile.
2. Create a comprehensive and well-organized profile that highlights their qualifications and achievements.
3. Develop a professional headline and summary that effectively represent their personal brand.
4. Utilize various sections and features of LinkedIn to enhance their visibility and network with professionals in their field.
5. Understand the importance of maintaining an active and professional presence on LinkedIn.

## Assignment

Develop a LinkedIn Profile following the [LinkedIn Profile Checklist](#).

- Add a professional photo. Don't have one? Stop by the UGA Career Center for a [free professional photo](#).
- Use keywords relevant to your field or industry to improve the discoverability of your profile.
- Regularly update and maintain your profile with new experiences, skills, and accomplishments.
- Engage with your network by sharing insightful articles, commenting on posts, and participating in relevant discussions.
- Connect with professionals in your field, industry leaders, and peers to expand your network and build valuable connections.
- Personalize connection requests with a brief message explaining your interest in connecting.
- Seek opportunities to join industry-related groups and actively participate in discussions to showcase your expertise.
- Regularly review and update your privacy settings to control who can view your profile and information.

## Resources

- LinkedIn Profile Checklist <https://career.uga.edu/uploads/documents/alumni/LinkedInProfileChecklist.pdf>
- UGA Free Professional Photo Booth [https://career.uga.edu/professional\\_photo\\_booth](https://career.uga.edu/professional_photo_booth)
- How to Leverage LinkedIn [https://career.uga.edu/leverage\\_linkedin](https://career.uga.edu/leverage_linkedin)
- Meet with a Career Consultant for a LinkedIn Profile Review <https://career.uga.edu/appointments>