Purpose and Content

- **2** Number of new LinkedIn members per second
- **11X** Increased in LinkedIn view by including a photo
- **1 in 20** LinkedIn profiles belong to Recruiters
- **1 out of 3** Professionals are on LinkedIn
- **200** Conversations per min occurring in LinkedIn groups
- **1.5 Billion** Total number of LinkedIn groups
About & Background Sections

**Headline & Photo**

- Edit the default headline.
- Make an impression.
- Tell people what excites you and what your future holds.
- No selfies, please!
- Have someone snap a picture of you in front of a plain background.
- Wear a nice shirt/top, and smile.

**Summary**

- Be authentic and tell your story.
- Highlight your skills and expertise.
- Always use first person.
- Share what your future looks like.

**About**

My passion for pursuing Health Science/Public Health is directly attributed to my family history. I come from a family of care givers, starting with my grandmother who pursued a career in nursing. My mother is a LPN and my dad is a PA. Growing up, the importance of self-care and good health have always been in the forefront of conversations and the activities we engage in as a family. We love the outdoors and being active; we also are passionate about the community we live in. I think that is where my interest in Public Health really comes from. I want to be in a position to make a positive impact on the members of my community and help them understand, this is the only life we have to live, so we must live it well!
About & Background Sections

Experience

Communications Intern
Planned Parenthood Federation of America
May 2019 – Present • 2 mos
Wilmington, CT

Responsible for maintaining and creating content for social media accounts, including Twitter, Facebook, Instagram and LinkedIn.
Utilize Microsoft software to create flyers, pamphlets and promotional materials for the office.
Provide customer service assistance via phone communication and in-person drop-ins.
Collaborate with management team in developing educational programs offered within the local community.

Work Experience

• From part-time to internships, list the jobs you’ve held.
• Expand upon your resume.
• Share photos, videos or examples of your work.

Education

• Go reverse chronological and list all the places you have attended.
• Did you study abroad? Don’t forget to list it.
• You can list your high school if you choose.

Eastern Connecticut State University
Health Sciences, Public Health
2017 – 2021

Volunteering

• Unpaid experience can have equal or greater value to paid - be sure you list your volunteer experience.
Accomplishments Content

Courses

• List courses that highlight your skills and interests.
• Focus on classes where the content is relevant to your career path.

Projects

1 Project

Healthy Eating on a Budget
Jan 2019 – May 2019

As part of the course Nutrition and Public Health Issues, our team of 4 worked on developing a realistic plan for low-income families participating in food assistance programs on where and how to shop locally for nutritious meals and snacks.

Courses

3 Courses

Health Communications
HSC 255

Medical Terminology
HSC 225

Nutrition and Public Health Issues
PBH 209
Accomplishments Content

**Honors & Awards**

- It’s okay to share your successes.
- List academic, athletic, leadership and other awards you have received.

**Organizations**

- Involved in clubs and organizations? Tell people.
- Describe any leadership roles or special skills you used during your time with the club.

**Languages**

- Show the diversity of your communication skills.
- List language you know and indicate your proficiency.
More Sections

Skills

• Highlight soft and hard skills you offer.
• Show your diversity - don’t focus on a single skill family.
• You can list up to 50 - so don’t be shy.

Recommendations

• Ask professors, mentors, supervisors, coaches and classmates who worked closely with you to write a recommendation.
• Recommendations allow employers / recruiters to see the value you bring.

Licenses & Certifications

• You’ve worked hard for these, be sure to list them.
• You will find this in the Background section of your profile.
Be Active

Make Connections

• Build a wide network based on past and present relationships including faculty, friends, and Eastern Alumni.
• Focus on quality, not quantity.
• Always add a personal message when asking to connect.

Join Groups

• Join our Eastern Alumni & Students group.
• Join groups related to your areas of interest.
• Join industry groups that pair with your field of study.

Searching for Job

• Use advance search to focus your search on specific job titles, company size, industry or proximity to your zip code.
• Look for number of people in your network for each company listed and contact anyone who may be able to help you in your job search.
• Use the LinkedIn portal for internships and entry level jobs: www.linkedin.com/studentjobs.

Update your Profile

• Regularly update your profile - we suggest at the end of each semester.
• It is important to keep your information current.
• Always add new skills and experience.
How To Connect With Us

Visit our Career Studio in Wood 215
View Studio hours online at www.easternct.edu/career

Schedule a career advising appointment
Email: career@easternct.edu
Call: 860-465-4559

Center for Internships and Career Development

Eastern Connecticut State University Alumni and Students

EasternCareer

EasternCareer