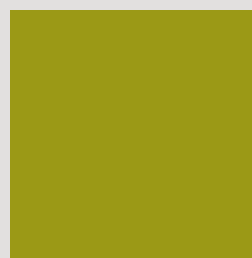
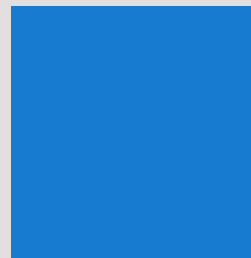
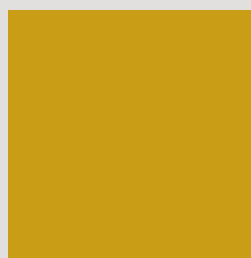
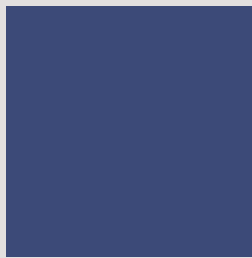
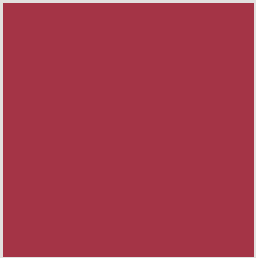








# LinkedIn Guide

J. Eugene Smith Library, 1st Floor  
860 - 465 - 4559  
[www.easternct.edu/career/](http://www.easternct.edu/career/)



EASTERN CONNECTICUT STATE UNIVERSITY  
The Office of Career Success  
*A Division of Academic Affairs*

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# Purpose and Content

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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

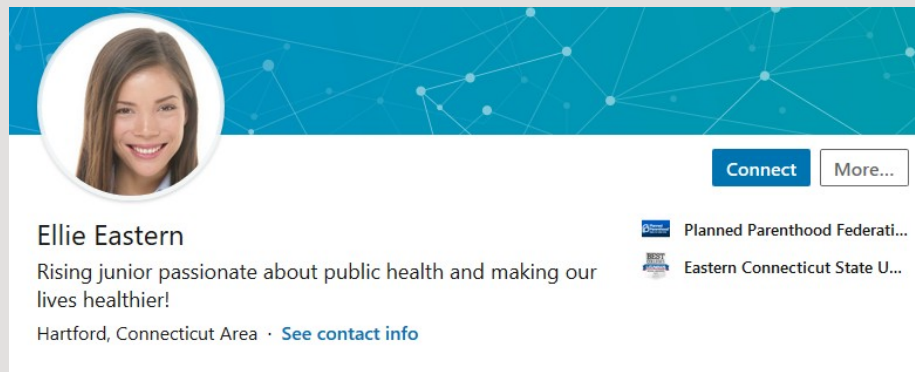


# About & Background Sections

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## 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  
Willimantic, 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.

## Education



**Eastern Connecticut State University**

Health Sciences, Public Health

2017 – 2021

## Volunteer Experience



### Student Volunteer

Eastern Connecticut State University

Sep 2018 – Present • 10 mos  
Children

As a student volunteer with the Collegiate Health Service Corps (CHSC) at Windham Heights, I interact, primarily, with elementary and middle school aged children. This program aims to engage and educate kids by providing a safe and encouraging environment to learn and play. CHSC promotes awareness of healthy eating, hygiene and exercise for growth and development with available resources. The program is coordinated by Eastern Area Health Education Center.

## 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.

### 3 Courses

**Health Communications**  
HSC 255

**Medical Terminology**  
HSC 225

**Nutrition and Public Health Issues**  
PBH 209

- Now is the chance to show the take - aways from your class projects.
- Completed a project on your own, list it too - like that new app you created.

## 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.



# Accomplishments Content

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## Honors & Awards

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

### 1 Honor & Award

#### Dean's List

Achieved Dean's List 4 of 4 semesters

### 1 Organization

#### Pre-Health Society

Sep 2017 – Present • Secretary

Joined E-Board in the role of Secretary Spring 2019

## 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.

### 1 Language

#### Spanish

Limited working 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.

### Skills & Endorsements

Health Education

Social Media

Communication

## Recommendations

### Recommendations

Received (1) Given (0)



**Janice Patry**

I love working in Higher Education! Ask me why.....

June 6, 2019, Janice managed Ellie directly

I am pleased to complete this recommendation for Ellie. She is an outstanding addition to our internship staff. Her passion for the field of Public Health is apparent in everything she does. When researching and posting material to our social media accounts, Ellie takes the time to verify content prior to posting. She fully understands the importance of sharing pertinent, yet accurate, facts and data to our client base. Additionally, Ellie is simply a pleasure to work with. She has a vibrant personality and an ever present smile that cannot be ignored. We will be sorry to see her leave at the end of the summer. [See less](#)

- 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.

### Licenses & Certifications



**Online CPR/AED and First Aid Combo Course**

American Red Cross

Issued Jan 2018 · Expires Jan 2020





# Be Active

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## 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](http://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.





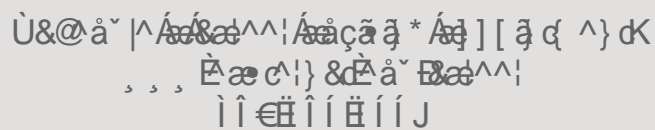
# How To Connect With Us

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Visit our Career Studio in the J. Eugene Smith Library, 1st Floor

View studio hours online at [www.easternct.edu/career](http://www.easternct.edu/career)



U-3A-Career Success



Eastern Connecticut State University Alumni and Students



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