



**www.Linkedin.com**

LinkedIn is a professional forum for you to connect with resources to support your career. It will be important for you to reflect on what your career goals are and brand your profile by that. This activity will help you develop your profile and you will follow up with your McNair advisor and career counselor for reflection and feedback. These are general rules that applies to your different profile sections:

- Avoid spelling and grammar errors
- Use positive and active language
- Be clear and concise

### **Heading**

1. Photo-Use a photo of you that positively connects with professionals in your career field.
2. Background- Select a profile background that complements your photo.
3. URL- Change your URL to end with something simple, like your name.

### **Experiences**

1. Most current information goes at the top of the list
2. Information include: Organization, Position, location, date, other relevant information
3. Include Positive experiences

### **Education**

1. Most current education goes at the top of the list
2. Information include: School, degree(s), date, other relevant information
3. Include positive information

### **Connections**

1. Connect with your mentors and researcher members in your team
2. Connect with the McNair team
3. Connect with your McNair Cohort
4. Connect with prior McNair scholars
5. Connect with McNair LinkedIn group: TRiO McNair Scholars Alumni, Students, & Friends | University of Minnesota Twin Cities (<https://www.linkedin.com/groups/5044542>)

### **Skills and Endorsement**

1. Add skills that you have relating to research, teaching, outreach and others
2. Have other people endorse your skills- one of the best way is through endorsing others.
3. Have mentors endorse skills after the summer

## **Headings to Consider**

**Publications-** You may publish with your mentors and others. Add those information to your publication section to promote your scholarship.

**Research Presentations-** Add any research presentation that you have to promote your scholarship. The McNair poster presentation, All University Symposium and the National McNair Conference may be presentations you add when completed.

**Honors and Awards-** Your honors and awards demonstrates a collective organization or community that recognized your work. This adds to your credibility and trust as a professional.

**Recommendations-** Having individual people write a short positive recommendation on your profile will add to your credibility and trust as a professional.

**Following-** Following organizations, groups and individuals allow you to keep up with what they are doing and informs you of trends and opportunities. It also shows others looking through your profile that you are connected to information.