# Create a LinkedIn Profile

## PURPOSE

LinkedIn is the most widely used professional networking site in the world. As part of your relationship building and networking strategy, it’s important to create a LinkedIn profile. Having a profile allows you to showcase your skills, education, experience, and examples of work. You can connect with people, participate in groups and research companies. You may also view job postings, and it’s recommended you follow companies and professional organizations that align with your career field of interest.

### ACTION

### 1. Proceed through the following steps to create a LinkedIn profile.

* Visit [LinkedIn.com](http://www.linkedin.com/) and create an account (it’s free!)
* Update and complete your profile information (i.e. professional photo, header/summary, education, experience and skills.)
* Visit “*Privacy Settings*” and set your preferences (Need help? Review this article about Account Settings)
* Join the group “*Clark College, Vancouver, WA*”
* Visit the [Clark College school page](https://www.linkedin.com/school/clark-college/), and click on “follow”
* Start growing your network by connecting with people you trust from your personal, professional, and educational experiences

### 2. Find professionals working in your careers of interest

* Go to the [Clark College school page](https://www.linkedin.com/school/clark-college/), and click on “Alumni” from the menu
* Review companies and industries Clark College alumni are working in
* Review profiles of professionals working in positions or companies that interest you

Based on the profiles you reviewed, what did you learn?

*Reminder: As you continue to grow your network and use LinkedIn, make sure to update your status and profile often.*

### 3. Connect with Professionals

* Send invitations to connect with professionals that you may know or would like to connect with

*Reminder: Make sure to personalize connection requests (explain why you’re interested in connecting with them)*

* Search for and “follow” groups, professional organizations, and companies that align with your careers of interest

Based on the companies, groups or professional organizations you reviewed on LinkedIn, what are the top three you are interested in? Why?

1.

2.

3.

Want more ideas to build your professional network and career tips? Visit the [LinkedIn blog](https://blog.linkedin.com/), and search by topic.

For more support with LinkedIn, schedule an appointment with Career Services at 360-992-2902. Or visit the Career Services website section: [Build Your Professional Network with LinkedIn](http://www.clark.edu/enroll/careers/job-search/index.php)

## NEXT STEPS

Once you have successfully completed this activity creating a LinkedIn profile, you have started building and expanding your professional network.

You are now prepared to take any and all of these important next steps:

* Set-up an informational interview
* Prepare for an internship
* Set-up a job shadow
* Research job postings

You are now one step further in MyPlan. At this point we encourage you to discuss your progress with a faculty or staff member at Clark College; such as an Academic or Faculty Advisor, Career Services staff, or an Instructor.

It may be useful to print out and refer to this completed activity before your meeting, or email it to the staff/faculty ahead of time.