

## ***Using LinkedIn as a Professional Portfolio***

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For many fields, a resume and a cover letter are no longer sufficient tools for marketing yourself to potential employers. Your professional presence in social media is now expected as employers often “Google” you once you hand them a resume or business card. Maintaining a well-designed e-portfolio that will appear in search results is a must. LinkedIn provides users an opportunity to combine the information usually included on a resume with visual representations of your knowledge, skills, abilities, and experiences. Milo said it best: “Don’t Just Say it, Display it!”<sup>1</sup>

The purpose of this assignment is to create (or update) a LinkedIn profile that will serve as your professional portfolio and public face on social media. You’ll be able to direct potential employers to this site as the definitive source of information about you and your knowledge, skills, abilities, and experiences.

### Instructions:

If you haven’t already, sign up for a LinkedIn account. Use the tutorials available on the site to help you create a basic profile.

Update the following sections of your Profile:

- Summary (make sure this is well-written; any grammatical or spelling errors will reflect poorly on you).
- Experience (use your resume as a guide to draft this section)
  - If you don’t have work experience you feel applies to this area, include volunteer experiences, committee experiences, or club leadership experiences.
- Education
  - Make sure your Dates Attended/Expected Graduation is your actual graduation date (which is after you complete your internship).
  - The Field of Study is your concentration. Make sure it reflects the official name of your concentration under your catalog year.
- Projects
  - Include key examples of the projects you worked on in your college experience.

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<sup>1</sup> Milo, U. (2013, May, 1). Don’t just say it, display it: Visually enhance your professional story on your LinkedIn profile [Blog Post]. Retrieved from <http://blog.linkedin.com/2013/05/01/visually-enhance-your-professional-story-on-your-linkedin-profile/>

- Examples can include Powerpoint Presentations (shared via SlideShare), or links to Prezis.
- If you have reports, brochures, or infographics you'd like to share, I recommend uploading them to a Cloud service (DropBox, Box.net, Evernote, or Google Drive) and creating a public URL that can be added to LinkedIn.

Once you complete your updates to LinkedIn, copy and paste your LinkedIn profile URL into the appropriate assignment on PolyLearn by the due date.

Some tips:

In your browser, open a new tab or window, log into your Portal, and open the RPTA 463 PolyLearn site. Navigate to the LinkedIn section of the course.

Open this site: "[How to Enhance your LinkedIn Profile with Professional Portfolio.](#)"

Read the article and use the tips provided to help you craft your professional portfolio on LinkedIn. Not all of this information will be applicable to you; you may not have a YouTube video showcasing you, or any fancy graphics showing awards you've won – but you have produced (or co-produced) presentations for classes, written papers, or created some knock-out projects. Upload examples of your work (provided it's well-edited) to showcase your achievements.