

LinkedIn Profile Manual

For PREMIUM Applicants, Students & Alumni

Welcome to the **Profile Manual**, which has been put together to help you stand out from the crowd on LinkedIn! This manual has been made specifically for PREMIUM applicants, students and alumni. PREMIUM students and alumni can use this manual to improve their LinkedIn Profiles in order to make a good impression on the labour market. Applicants can use this manual to make their LinkedIn Profile show the characteristics required of a PREMIUM student.

PREMIUM is an exclusive Honours programme for high-performing, motivated Masters students, so if you would like to become a PREMIUM student your LinkedIn Profile will have to show that you are a good fit!

NOTE

Whenever we use this icon: , it's easiest to copy and paste the exact content into the respective part of your Profile.

Getting Started

If you do **NOT** have a LinkedIn account yet, then start with this chapter, otherwise you can **immediately** go to the next chapter (Page 3).

Getting started with LinkedIn is fairly simple. You just go to the website www.linkedin.com. On the homepage you will find the option to set up an account.

Step 1

Fill out your name, email, and password and click **Join Now**.

Step 2

In this step, LinkedIn is asking you for additional information. If you are a student, start typing Maastricht University in the University Field. As you type you will see a number of Maastricht University company pages appearing. Choose **Maastricht University Netherlands**.

If you are an alumnus, add your job title and the company you are working at. Make sure to choose the correct Industry from the list provided by LinkedIn.

Step 3

You don't need to start growing your network on LinkedIn just yet. It's more important at this stage that your LinkedIn Profile looks good. When that's the case, you can start inviting people to connect with you.

Intermediate step 1

LinkedIn will have sent you a confirmation email by now. Just click on the link in that email to verify your email address. When you've confirmed your email address, LinkedIn sometimes lets you go back to Step 3. But skip that step for now.

Intermediate step 2

LinkedIn now asks you if you want to download the app for every device you use. You can do this now or later, it's up to you.

Step 4

When asked to choose your Plan Level, choose the **Basic (Free)** option. You can always upgrade later. All the tips in this manual can be applied using a free LinkedIn Profile.

Step 5

LinkedIn now guides you through some basic elements of your personal Profile. Fill them out as appropriate. You can just complete the basics for now. In the next section, you will get more detailed information on how to complete your Profile and how to make it stand out from the crowd.

An Attractive Profile

If people would like to know more about you, the very first thing they might do is type your name into Google. LinkedIn Profiles score really highly within Google, so this is your chance to make a great impression! If you do not have a LinkedIn Profile or your Profile does not look good, people will move on to hire someone else. We will now share with you some tips to make your Profile look great!

Of course, this is equally important if you are looking for a job or applying to PREMIUM.

IMPORTANT

If you start making changes to your LinkedIn Profile, LinkedIn sends out an update to your network. This update shows up on the 'timeline' that you can see if you click on Home in the menu bar. It sends out such updates for pretty much every change you make to your Profile. You can imagine this will flood peoples' timelines if you are making lots of changes! People may think this is 'spam' and no longer want to be connected with you on LinkedIn.

So while making changes, click on **Profile** in the menu bar. Then scroll down a bit until you see the following in the sidebar:

Notify your network?

Yes, publish an update to my network about my profile changes.



Screenshot: [Switch updates to No.](#)

Set the switch to **No**.

EDIT PROFILE

Now you are all set to improve your LinkedIn Profile. Click on **Profile – Edit Profile** in the menu bar to get to the Edit Page. Here you can make all kinds of changes to your LinkedIn Profile. If you would like to see what your Profile looks like to others, click this button:



View profile as

[See how your Profile looks to others](#)

IMPORTANT

Before beginning, ask yourself which language is best to use. It is important to speak the language of your target audience. How will they search for you? Most people would agree this would be in English, but you can choose to have your Profile in multiple languages.

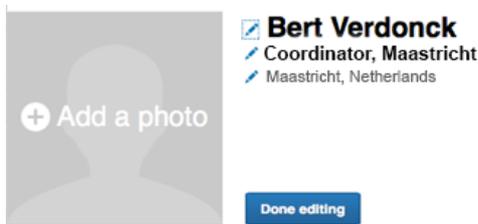
So, for example, if you are a German student, you might consider setting up your Profile in both English and German.

To create a Profile in another language, follow these instructions:

1. Click **Profile** at the top of your homepage.
2. Click the dropdown arrow next to the blue **View Profile As** button and select **Create Profile in another language**.
3. Choose a language from the dropdown list and start updating your first name and last name if they're different in the new Profile's language (e.g. your name in Russian).
4. Fill out the rest of your Profile.

Name

If you have a different first name than what people commonly call you (e.g. Mike – Michael, Bob – Robert), make sure you mention both, for example like this: ‘Michael (Mike)’ in the first name field. Click on the **pencil next to your name** to change it.



[Click on the pencil next to your name](#)

In case you have a former name, there is an extra field to add this name to your Profile (e.g., your maiden name). The name you type in the former name field will be added between brackets between your first and last name. Please be aware that the order in which the names are put might look odd to you, depending on your country of origin. If this is the case, you can just use the regular last name field to enter your surname as you see fit.

Name

Bert Verdonck

▼ **Former Name**

Visible to

My Connections

My Network

Everyone

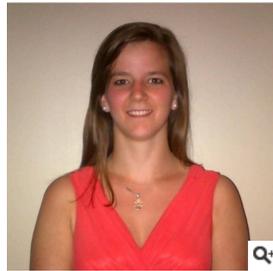
Save **Cancel**

[Edit your name](#)

Why would you enter a former name at all? If people search for you within LinkedIn and they type in your former name (they might only know you by that name) they will only be able to find you if you added your former name to your Profile. Adding your former name will help you get found on LinkedIn.

IMPORTANT

If you are looking to reach others in different parts of the world or with different spelling or naming conventions, please add them accordingly. On the next page is an example from a student from Maastricht University:



Inès (祝英娜) Briard

1st

Student at Maastricht University & United Nations University - MERIT

Liège Area, Belgium | Public Policy

Current UNITEE

Education Maastricht University & United Nations University-MERIT

Send a message

View in Sales Navigator

223 connections

[Edit your name, including different spelling \(in this case Chinese\)](#)

NOTE

If you are studying or working in an international environment, it can be hard to get peoples' names right straight away. Are people having a hard time spelling your name correctly?

A simple 'fix' is to add common mistakes / misspellings of your name to your LinkedIn Profile. If people type in the wrong spelling of your name, your Profile will then still show up in the search results. It does not matter exactly where in your Profile you add these words. You could add it to the Summary section (we will get to that later on) or somewhere in your Experience section. Here's an example of how it is done:

Common mistakes/misspelling regarding my name Bert Verdonck:

Bird, Birth, Beard, Burt, Bart, Bret, Burret, Beir, Beirt, Bijrt, Board, Verdonk, Furdonk, Furdonck, Verdonick, Ferdonk, Ferdonck, Veardonck, Veerdonk, Veerdonck, Vertonk, Vertonic, Pherdonk, Pherdonck, Verdonckt, Verdonkt.

[Add a paragraph with misspellings of your name](#)

Picture

Without a picture you don't stand a chance on LinkedIn! **More than 90%** of LinkedIn's members will only visit a Profile with a picture. Now of course not just any picture will do on the professional network that LinkedIn is. Some people think they might get away with a picture of them drinking cocktails, dancing on a table or even taking a bath or holding a gun! That's not the kind of first impression you would like people to have of you. Remember, your Profile is all part of their first impression of you!

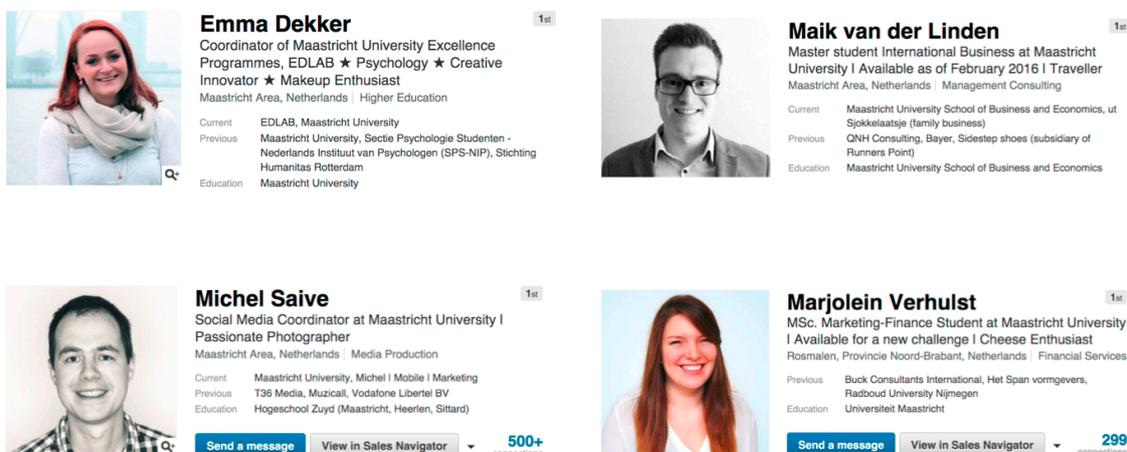
<p>Craig Morris Senior Manager Product, Pricing, & Claims - Lenders Mortgage Insurance. at BT Financial Group Sydney Area, Australia Banking</p> <p>Current Dural Toastmasters Club 3585, BT Financial Group Previous Dural Toastmasters., Lumley Insurance, Citibank Education Macquarie University - Graduate School of Business</p> <p>Connect Send InMail</p> <p>482 connections</p>	<p>Jane Monica-Jones Author, Producer, Bon Vivant at Rock Chick Pty Ltd Sydney Area, Australia Writing and Editing</p> <p>Previous Vodafone, OLE! Old Lady Enterprizes Pty Ltd</p> <p>Connect Send InMail</p> <p>170 connections</p>
<p>Tania Lacy Writer in development with Moodystreet Productions at Moodystreet Productions Melbourne Area, Australia Motion Pictures and Film</p> <p>Current Moody Street Productions, Island Pictures, Moodystreet Productions Previous ABC Television Education Victorian College of the Arts</p> <p>Connect Send InMail</p> <p>194 connections</p>	<p>Michael Rothwell Senior Site Reliability Engineer-Systems Engineer at Google Hickory/Lenoir, North Carolina Area Information Technology and Services</p> <p>Current Google Previous The American Kennel Club, The American Board of Anesthesiology, Ulentz Education North Carolina State University</p> <p>Connect Send InMail</p> <p>191 connections</p>

[Examples of how NOT to put your picture up](#)

In most cases, having a bad picture is better than having no picture at all. Of course having a good picture is best! Here are five tips for your Profile picture:

- Make sure it is a professional one.
 - Do not use one that was made with your mobile phone.
 - Do not use a holiday picture.
 - Make sure there are no other people visible in the picture (including arms, shoulders, hair, etc. of any other people).
 - No cocktails, beers or other drinks!
- The picture should be a headshot: your face should be clearly visible. It is alright if your shoulders are visible, but the picture should certainly not show your full body.
- Relax.
 - Look straight into the camera and smile.
 - Wear clothing that makes you feel comfortable, but of course it needs to look professional.
 - Clothing that is very bright is often too distracting. Most often dark colours are better than light colours.
 - Best to not use your passport photo, since it can make you look stern.
- Choose a neutral, light background with no distractions in the background.
- Your picture should be up-to-date; people need to be able to recognise you.

To change your picture, go to **Profile – Edit Profile** in the menu bar, and hover over your picture. Click **Change Photo** and upload your photo. On the right side you will see a preview of what your photo will look like on LinkedIn. Make sure to click on the small padlock icon below your picture and choose **Everyone**. This ensures you will not show up in search results as not having a picture on your profile while indeed you have one.



Examples of good Profile pictures

Professional Headline

What LinkedIn calls the Professional Headline is next to your picture and under your name. Most people underestimate the impact of it. The Professional Headline is one of the first things people see when they visit your Profile. Moreover, it's part of what people see when they perform a search within LinkedIn and look at the search results.

- Why would people choose your Profile in the search results?
- What appeals to them?
- How could you get them so curious that they feel they should visit your Profile?

Most students only share what and where they are studying. There is so much more. You can spice it up by adding more interesting elements!

Let's see what Manisha, PREMIUM Ambassador, has put in her Professional Headline:



Manisha Kalikadien

1st

PREMIUM Ambassador EDLAB | M.Sc. European Public Health Candidate Maastricht University | ISAP Buddy | Smart Traveller

Maastricht, Provincie Limburg, Netherlands | Public Policy

Current	EDLAB
Previous	Maaslife.nl, Maastricht University, E.S.A. Concordantia
Education	Maastricht University

Your Professional Headline

Manisha indicates that she is PREMIUM Ambassador EDLAB, which shows that she is involved in the EDLAB excellence programmes. This could create curiosity in others about the PREMIUM programme and make it clear to potential PREMIUM students that they can approach her about the programme.

If you are a PREMIUM student or alumnus you could mention this fact in your professional headline. You might want to add that this is an *excellence* programme, since that says something about you, your capacities and your motivation.

Manisha also informs us of her study, so future employers know she has the right knowledge and expertise. She mentions that she participated in MIMUN, and not only that, she won Best Delegate! If you achieved something similar, make sure to add it to your professional headline. Did you win a prize for your Bachelor dissertation? Did you organise an amazing fundraiser? Took part in extracurricular activities? Or maybe you are / have been doing a double Masters degree? Add it to your professional headline! In the case of the fundraiser, mention how much money you managed to raise.

We highly recommend that you describe things as specifically as possible and that you avoid pat phrases such as “*looking for a new challenge*” since they do not really tell your Profile viewer anything about you or why they should select you.

Manisha also added something personal about herself. Preferably this should be something that other people can relate to or that will help them remember you. Are you a Happy Chocoholic? Do you travel with hand luggage only? Or are you a stellar ballroom dancer? By adding something personal you show that you are not only human, but also approachable. Furthermore, it could break the ice when you are talking to someone new.

Of course, if you like to drink some alcohol in your spare time, do not mention that you are a “Happy Alcoholic”! If you are an avid football fan, it might be best not to name the specific club you are a fan of. After all, you would not want to create enemies!

All of these elements of the Professional Headline can help you land your dream job or get you into the PREMIUM programme. Make sure to show you are a person that is going the extra mile.

In order to change your Professional Headline, click on the pencil next to the headline and change the text. You can use a maximum of **120** characters.

NOTE

Every word you publish in your Profile will be searchable. Not only for humans, but also for Google, Bing and other search engines. So, it is important to be aware of which keywords you put on your Profile. By excluding some, people might not even find your Profile.

If you are a PREMIUM programme applicant, keywords like team player or teamwork, curiosity, work ethic, dedication, motivation, etc. should be in your Profile somewhere.

Public Profile URL

LinkedIn automatically gives you a link to your Profile -- it is not professional-looking though, especially when you are sharing it. You want to create your own personalized link. To do so, click on the **Gear Icon** next to your existing link. Sample:

 <https://uk.linkedin.com/in/bertverdonck> 
[Adapt your public Profile URL](#)

At the top of the right sidebar it says “Your public Profile URL”. Click on the **Pencil** next to the URL and change the link into what you would like it to be. Please know that the first part of the link cannot be changed. Our recommendation is to use your first name and last name, like in the example of Manisha:

<https://nl.linkedin.com/in/manishakalikadien>
Manisha’s public Profile URL

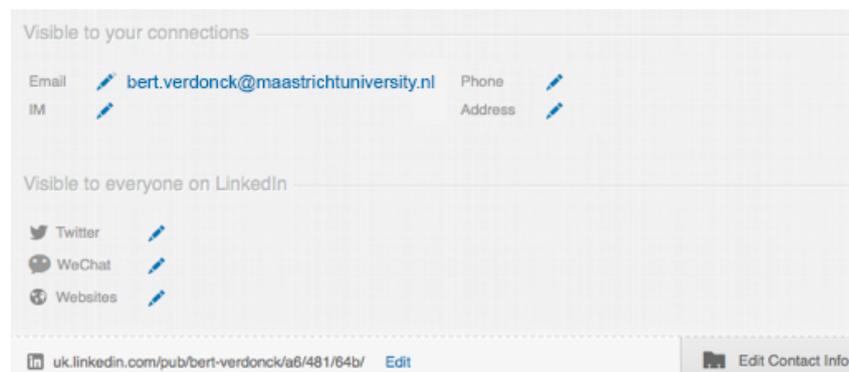
If yours is already taken, **add a number to it**, as in the following example:

 <http://www.linkedin.com/in/mikeclark3>

Mike Clark's public Profile

Contact Info

As indicated, this is the place to add your contact details.



Overview of your Contact Info

As you can see, LinkedIn makes a distinction between what is visible to your connections (direct, first degree contacts) and what is visible to everyone on LinkedIn (and the Internet). It is up to you which data you provide here, but make sure you are using your University email address or an email address that sounds professional (as opposed to an email address such as sillybilly@hotmail.com).

Since the information in the top half is only visible to your connections, it remains hidden from new people that might be interested to get in touch with you. Luckily, there are other parts of your LinkedIn Profile to which you could add your contact details.

You could add your email address and phone number to the Summary section of your Profile. This is a top section on your Profile and by adding your details here, you make it easy for people to find your details and to get in touch with you.

Another section for adding information is 'Additional Info'. In this section, one of the elements is "Advice for contacting [Your Name]".

Use this to inform people how to best approach you. Some people put their phone number and email address here, but you want to add the contact information that you prefer. Here is an example from Emma Dekker (*next page*):

• Advice for Contacting Emma

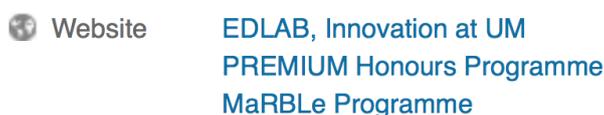
If you would like to know more about UM Excellence Programmes, including PREMIUM, here at Maastricht University, please visit: <http://edlab.nl/excellence>

Please feel free to contact me anytime at emma.dekker@maastrichtuniversity.nl, or at my work phone number +31433884649.

[Advice on how your connections can contact you](#)

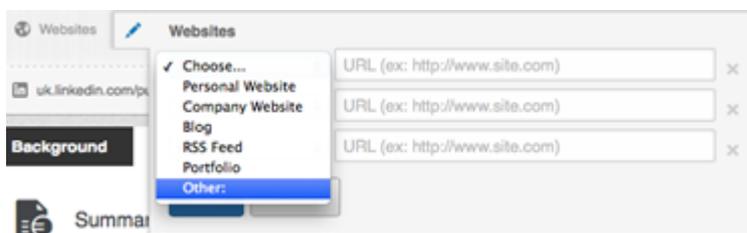
Website(s)

An important part of your Contact Info is the section that allows you to add links to any relevant websites. You can add up to three websites. Here is an example:



[Links to your websites](#)

Of course not all of these links may be relevant for you. In adding websites, be sure to name them. For instance, a viewer would more likely click on 'PREMIUM Honours Programme' than on the LinkedIn default 'Company Website'.



[Add custom text to your link\(s\)](#)

Click the **Pencil** next to Websites. Then choose **Other** in the dropdown box. You will see two fields: one to enter the text of the link that will be visible on your Profile, and the other to enter the link itself.

i As a PREMIUM student or alumnus you might want to add a link to the PREMIUM Honours Programme (<http://edlab.nl/excellence/premium/>) to inform future employees of what the programme entails. Another option would be to add a link to the Maastricht University website (<http://www.maastrichtuniversity.nl>).

If you are a PREMIUM applicant, you may have a blog or personal website you would like to add here, or the website of an organisation you volunteered with in the past. You could also add a link to the website of your Masters degree, etc. Make sure to come up with interesting text that would encourage people to click on them.

Background Picture

LinkedIn allows you to upload a background image in JPEG, GIF or PNG file at a maximum of 4MB and a resolution of 1400 x 425 pixels. You should choose one that suits your own tastes and also feels 'welcoming' to viewers. Here is an example from Manisha Kalikadien:



Example of a background image

Summary

The summary is probably the most important part of your Profile, yet few people use its full potential. As you can see on Manisha's Profile, her Summary consists of multiple parts:

Summary

My journey began at 17 after I obtained my high school degree and decided to travel & work for a year. My first role was at the Belastingdienst Toeslagen, a governmental institution which issues subsidies and allowances to those with low incomes. This developed my thinking on organizational structures, societal issues and the effectiveness of the Dutch social welfare system.

After only a few months, I was promoted to Quality Assurance Employee, becoming the person charged with analyzing trends and reporting them back to management. While at first my goal was to study Medicine and become a doctor, my work helped me realize that I could help many more people through effective policy-making.

...

Hereafter, I started the European Studies (B.A.) program at Maastricht University, which focuses on the European integration process from multiple perspectives (economic, political, historical and philosophical). During this program, I attended several Model United Nations Conferences, became President of E.S.A. Concordantia and participated in the MaRBLLe Excellence Program.

As I was eager to help facilitate the inter-faculty integration, I joined Maaslife.nl. After a year, I was appointed Head of the Event Team and, soon after, I became the Managing Director of the company. This experience provided me with key insights on the aspects of good management.

...

Today, there's a lot to be done in terms of humanitarian issues, and I have become involved in societal issues to see how we can all contribute positively to make the world a better place.

This inspired me to pursue a double master degree in Public Policy and Human Development at the UNU-MERIT, during which I was elected Student Representative. In addition, I worked on an interdisciplinary Education Policy project in the PREMIUM Excellence program. Currently, I'm specializing in European Public Health (M.Sc).

In my spare time I enjoy cooking and experimenting with new recipes. I also love travelling.

Manisha's Profile Summary

We recommend the following layout as best practice:

Professional branding: provide an overview of your time as a student. Take a look at Manisha's example for some inspiration. Focus on the highlights of your time as a student, on side jobs and internships. Did you skip grades? Are you pursuing a double degree?

If you are applying to PREMIUM, you could use this section to describe what you've learned from your experiences. How have you grown professionally over the years? For example, show the level of perspective you've attained as well as your ability to give and receive feedback.

NOTE

If you are applying to PREMIUM, your LinkedIn Profile should clearly showcase the key characteristics that make you a good PREMIUM student, such as having a critical and conscientious mindset.

These characteristics can be showcased in the Summary section of your Profile, but also in the Experience and Education sections.

Rich Media can also play a big role. See below for more instructions on this.

It is up to you to decide which information needs to go into your Profile, and in what location. Think about this as a canvas of your talents -- how will you organize them for ideal viewing?

Make sure you do not duplicate the information you put in one section, in another section. Ideally the different sections complement one another. Some suggestions on this:

- Did you deliver great work as part of a team for a volunteer project? You could add something brief about that in your Summary and describe the experience in more detail in the Voluntary work section.
- Did you learn some great lessons about yourself that are not necessarily related to just one specific job / internship? Then the Summary might be the best place to add this information. Is it clearly related to a specific job or your studies? Then you could add it in the respective sections.
- The Summary is a good place to tell your story as a whole. How do the different parts of your life (work, study, extracurricular activities) tie in to one another?

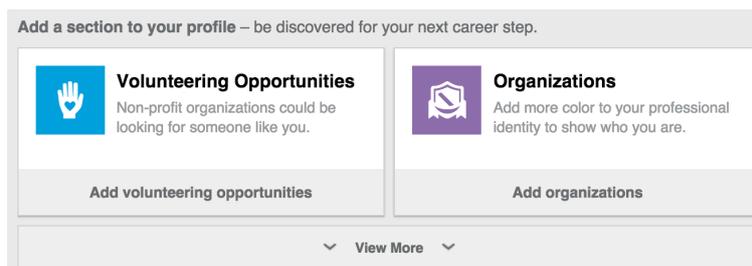
Personal branding: this paragraph is about you as a person. Here you do not mention things that are directly related to your study or work. However, you can still use this part of the Summary to make a good impression on your future employer or the PREMIUM selection team!

If you are applying for a job that requires you to be a self-starter, you could mention that you are a runner and that you wake up very early every Sunday morning to go for a run. On the other hand, if you are applying for a job that requires team work, you could mention that you have been playing volleyball for years. See what we are doing here? Try to mention information about yourself that indirectly shows people that you are a good fit for the job.

As an applicant to PREMIUM, make sure that your personal branding section shows that you are enthusiastic and highly motivated. You can also use this area of the Summary to explain how you are expanding your horizons – what extracurricular or community activities are you involved in?

Overall, it is best to *show, not tell*. Do not just say that you are x, y and z, but *show* it by mentioning examples or activities from which it becomes clear that you are x, y and z. Make sure your Profile shows that you are going the extra mile.

To find your Summary, go to the Profile menu and click **Edit Profile**. Scroll down until you see a section similar to the Screenshot:



List of recommended items in your Profile

- Choose **View More** if the Summary section is not visible to you.
- Have a look on the right side.
- Choose the Summary from this list to activate it.

Note that the **View More** tab at the bottom shows you more sections that you can add.

The Summary cannot exceed **2,000** characters. Write in the first person, and make the most of this valuable space. If you draft your copy in MS Word and paste it into LinkedIn, you can keep basic formatting bullets that increase viewership, and you can run a spellcheck to ensure a polished final product.

Experience

Your Experience is also a very important part of your Profile. This is where you build on your Summary and describe in greater detail what you do.

If you are a student or alumnus of PREMIUM, you can use the standard text about PREMIUM that is provided below. It is easiest to just copy / paste it onto your Profile:

i PREMIUM is an extracurricular excellence programme for talented Master students, aiming to prepare soon-to-be-graduating students for the fast-approaching job market. Thereby, PREMIUM attempts to bridge the gap between study and career. Participating students complete a project for a client in interdisciplinary teams, attend workshops, and work on personal professional development in an individual competence coaching trajectory.

Add what you yourself have done within PREMIUM.

- What project did you work on?
- What was your role within your project team and how did you contribute to what specific end result?
- What workshops you have attended and why are they relevant?

Students, alumni and PREMIUM programme applicants should include other current or previous jobs and internships.

In the description of each job / internship, mention your role, the responsibilities you had, and the results you achieved. Be as specific as possible.

PREMIUM applicants should highlight that they are true team players, that they are confident and exhibit a professional attitude. Also, mention an example of a situation in which you came up with a creative or innovative solution to a challenge that presented itself. Furthermore, show that you have a reliable, flexible and dependable work ethic and that you are a strong communicator.

Of course, this does not need to all be part of one experience section. Certain qualities are best presented in relation to one job or project and others are best presented in relation to others. Clearly, if you were promoted in a position quickly, mention that as well!

See below for an example the quick progress Manisha made at Maaslife.nl:

Managing Director

Maaslife.nl

November 2011 – July 2013 (1 year 9 months) | Netherlands

11/2011 Agent of the Event Team

07/2012 Head of the Event Team

12/2012 Managing Director

[Manisha's progress at Maaslife](#)

If a job / internship of yours is very different from all other things you have done, make this explicit. PREMIUM is looking for students that love to broaden their horizon.

Here is the Experience section of Manisha's Profile:

Experience

PREMIUM Excellence Programme Ambassador

EDLAB

February 2015 – Present (9 months) Maastricht Area, Netherlands
02/2015 – 08/2015: Participated in the UM PREMIUM Honours Programme

08/2015 – Present: Ambassador of the UM PREMIUM Honours Programme

When I first joined, the application process told me that: 'Students participating in this programme were expected to show good teamwork skills, be reliable and have a dependable work ethic.' I was up for that and I took my role on the honours programme very seriously, demonstrating an eagerness to learn and be professional in my approach and attitude.

The programme really helped develop my confidence and motivation to succeed, finding innovative solutions when faced with challenges.

Inter-faculty project on education policy

Article on "Showing Skills and Talents: Developing a Plus-Document for the Porta Mosana College" published in the Educatieve Agenda Limburg

As an alumni student, I'd highly recommend the PREMIUM programme to others and although the competition to get on it is very tight, it's taught me so much and developed me greatly.

If you would like to know more about the Excellence Programmes, including PREMIUM, here at Maastricht University, please get in touch and visit www.edlab.nl/premium.

Managing Director

Maaslife.nl

November 2011 – July 2013 (1 year 9 months) Netherlands

11/2011 Agent of the Event Team

07/2012 Head of the Event Team

12/2012 Managing Director

Being part of and then managing the Events Team was great fun and valuable experience for me. It was run in a similar way a professional events company would be run, and we organised and promoted many events. The Team was made up of 5 teams.

The communications team occupied themselves with promotional activities, coming up with innovative ways to promote our company and the events we organised. They were also responsible for corresponding with third parties that would be interested in partnering with us.

The events team would organise inter-company events and inter-team events within the company such as a weekend trip to Antwerp, informal meetings, company drinks or bowling. They also organised the inter-faculty competition, which was a 'showdown' of the different faculty teams. I oversaw this event from conception to delivery. The Event Committee chose the people on a first-come, first served basis. I was the moderator of this event. It was a lot of fun and very successful.

The IT team were in charge of maintaining our online portal and creating an intra-company portal for us to work on and exchange ideas and information to facilitate inter-team collaboration. There was a sales team that was in charge of the business plan, setting prices and developing marketing strategies.

Before I took over there was a definite division, and you'd witness teams who didn't engage or communicate with each other about their activities unless they were together at company meetings. I worked hard to unify the teams and create a good atmosphere.

I implemented regular meetings as these provided a good forum for everyone to come together and talk. This helped to unify the company and create better cross-team communication.

Research Assistant
Maastricht University

June 2012 – December 2012 (7 months) Netherlands

- Assisted in conducting research on the Dutch political system
- Interview with BBC Business News on the EU

Some of Manisha's listed Experience

To add information to your Experience Section, click on **Add a position** to see:

Experience + Add position ↑

Company Name *

Title *

Location

Time Period *

Choose... Year – Choose... Year

I currently work here

Description

[See examples](#)

Save Cancel

Adding Experience

Fill out the Company Name of any organisation that you worked for and you may see LinkedIn try to autofill the company name to help you. You can also add your title, location, time period (from / to) and a short description (max. 2,000 characters).

NOTE

Please be aware that LinkedIn provides a separate section for Voluntary Work. You can use that section to share your voluntary work experience. Again, be as specific as possible about your role, tasks and achievements. Applicants to the PREMIUM programme are encouraged to reflect on their voluntary work, as well. What did you learn from it?

Education

The Education section of your Profile should not only contain the names of the universities you studied at, but also the title of your specific study / studies and content. Did you specialise? Or did you choose a broad range of topics? Make it explicit.

Just as in the Experience section, when you start typing the name of your university, LinkedIn will show suggestions. Make sure to click the right one. If done correctly, the university logo should show up on your Profile.

If you took part in activities and societies, mention them as well, as Manisha has done on her Profile. See how she also mentioned she was *elected* to be the student rep? Just by adding that one word she raises her Profile!

02/2015 – 08/2015: Elected Student Representative in the Education Committee of the Maastricht Graduate School of Governance
 Analysed course evaluations and organised Agora sessions
 Represented the voices of the students in the Education Committee of the MGSoG.

[Include detail of relevant activities and societies](#)

If you took / are taking a double degree or extra courses on top of your regular curriculum, mention that as well. This is important for students, alumni and PREMIUM applicants, since this shows your ambition, your eagerness to learn, and your time management skills.

PREMIUM programme applicants should mention their Bachelor GPA in the description of their Bachelor education. If you skipped grades in primary or secondary school, you could mention that as well.

Have you taken part in specific projects, like a Model United Nations? You could add them as Projects linked to the relevant part of your Education section, like Manisha has done:

▼ 1 project

The Moscow International Model United Nations (MIMUN) 2012

I have attended several MUN Conferences, but this one stands out for me personally because I won the Best Delegate award. For this conference we were asked to write a preposition paper on a particular country which we would be representing at the... [View ↓](#)

[Include detail of specific projects](#)

Skills

The Skills section of your LinkedIn Profile allows you to showcase specific skills you have. Others can 'endorse' you in certain skillsets, if they want to.

Endorsing someone is very simple, you just click on the plus sign next to someone's skill, that's it! Having many 'plusses' does not mean you have those skills, of course, because they are not verified. The value of endorsements is therefore rather limited. Why add the skills, then?

All words on your LinkedIn Profile are searchable, so you have the opportunity to add some words that future employers might be looking for. Moreover, it allows you to showcase the specific skills that you have in a separate section of your Profile, all neatly lined up.

Even though you can add up to 50 skills, don't overdo it. Focus only on the specific skills you would like employers or the PREMIUM selection team to see. Examples: teamwork, innovative thinking, critical thinking, conscientiousness and reliability.

Language skills should not be in this section, they have a section of their own.

Recommendations

Recommendations are the same as testimonials for your work. It is very helpful to have these recommendations on your Profile, since they can be read by everyone that looks at your Profile, including possible future employers. People that recommend you need to make quite an effort to do so, which makes a recommendation a valuable asset to your Profile.

If you ask someone to recommend you, instruct them to be as specific as possible. For example, you could ask the person to share how you contributed to the end result of a project you worked on together.

A recommendation from your Premium Client, Coach or Mentor is a valuable asset to your Profile! If you are planning to apply to the PREMIUM programme, think about other people you could ask to recommend you. Maybe you did an internship and you can get your project manager there to recommend you. A recommendation is often more valuable if given by someone more senior than by an equal-level colleague or fellow student.

Rich Media

Rich Media makes you stand out from other users on LinkedIn and can improve your personal branding. Rich Media includes PowerPoint presentations, videos, and infographics.

Rich Media can be added to many different sections of your LinkedIn Profile, like the Summary and the Experience sections.

Rich Media such as YouTube and SlideShare are excellent for PREMIUM staff, since they can present the PREMIUM programme in the most engaging and visually attractive ways.



Examples of Rich Media

YouTube: You could make a short video presenting yourself as the ideal candidate, much like a video CV. Make the video (assure yourself it's of decent quality) and upload it to YouTube. You can then add the video to your LinkedIn Profile by clicking on the **Video** button and adding the URL to the YouTube video. LinkedIn pulls some information about the video from YouTube, but you can change this if you wish to do so.

SlideShare is basically the YouTube for PowerPoint. Any PowerPoint presentation can be uploaded to SlideShare for anyone in the world to see. Here is how it works:

1. Go to SlideShare.net and sign up for an account. You can even use your LinkedIn details to login to SlideShare (LinkedIn owns SlideShare).
2. On the homepage you will see examples of SlideShare presentations. Use the **search bar** at the top to look for topics related to your interests or studies and to find examples of ways in which people are using SlideShare.
3. Think of interesting information for a PowerPoint presentation, such as:
 - Presentation on the topic of your dissertation.
 - Top five things you learned during your studies so far.
 - Why you are the ideal candidate for the PREMIUM programme, or for the job that you would love to have?
 - Challenge yourself to be creative!
4. Make the PowerPoint presentation as you normally would, within PowerPoint itself. **Save** the presentation.
5. Go back to SlideShare and click on *the orange Upload button* at the top right of the screen. **Upload the file from your computer.**
6. **Add a Title and a Description, choose a Category** (e.g., Career or a category related to your study) and **choose Public under Privacy**. It is helpful to add tags as

they make it easier for people to discover your content and you. Of course, the tags should be relevant to the content of your presentation. Do not tick the box 'Add a lead form' box.

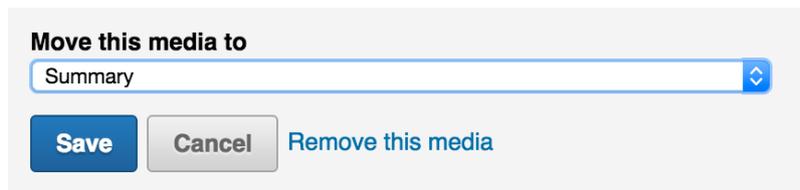
7. Once you have uploaded your PowerPoint to SlideShare there are many more settings you can play around with. It's not necessary to do so at this point.
8. Click on **Share** below the presentation within SlideShare and **Copy the URL**.
9. Go back to LinkedIn and click on **Profile – Edit Profile**. Go to the part of your Profile that you would like to add the Rich Media to. You will see the options below:



Adding Rich Media to your Profile

10. Click on **Presentation** and add the URL. Do NOT click Upload a file! Click **Continue**.
11. LinkedIn pulls the title and description from SlideShare, but if you wish to change them, now is the time to do so. Click **add to Profile**.

If you would like to move or remove any Rich Media, go to Edit Profile and hover over the Rich Media, a blue **Pencil** will appear. Click it to see the window below, which you can use to move or remove the presentation:



Removing / moving Rich Media

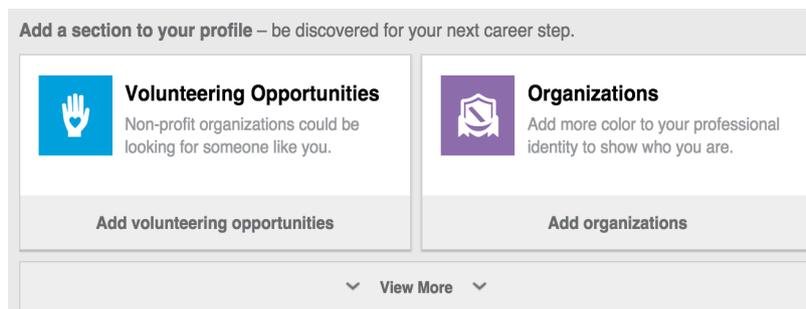
If you are a PREMIUM programme applicant it is highly recommended that you produce at least one or two Rich Media items to add to your LinkedIn Profile. These should clearly show why you are the perfect candidate for PREMIUM! Again, *show, don't tell!* Show that you are a team player, a high achiever, that you are interested in a wide range of topics, that you are able to reflect on your own behavior, etc.

 Students and alumni can use this PREMIUM in their LinkedIn profile:

PREMIUM students visit PREMIUM clients
<https://www.youtube.com/watch?v=s6V9rcZiuLs>

Other Sections

LinkedIn provides several other sections that you can add to your Profile as you see fit. If they are not already on your Profile, click on **Profile – Edit Profile** and look just below the top box on your Profile that has your name, picture and Professional Headline. You will see something that looks similar to this:



[Add more to your Profile](#)

Click on **View More** to see all the sections that LinkedIn has available for you to add to your Profile. Once you have added them to your Profile, it is straightforward to add elements to them.

Here are some sections that should be of particular interest to you as a student, alumnus or applicant to the PREMIUM Programme:

- **Honours and Awards:** did you win any prizes, honours, or awards? Mention them!
- **Languages:** add the languages you speak and include your skill level. Do not forget to add your mother tongue!
- **Publications:** have you written articles or white papers that have been published? These can be scientific articles or articles in other magazines or books. Add them to your Profile to showcase your work. Blogs and interviews don't belong here. Did you cooperate with other people on a publication? You can add their names as well.
- **Organisations:** are you a member of a professional organisation? This helps other members to find you on LinkedIn. On top of that it shows that you are an active member of the community of people working in your field.

Next Steps

Congratulations! You have added many elements to your LinkedIn Profile that improve your professional stature.

Having a good profile is the start of using LinkedIn successfully. You are now ready to move on to using LinkedIn in more active and proactive ways. The next step is to expand your

LinkedIn network (e.g. by adding people you know from earlier jobs and voluntary work you have done) and to post status updates that get noticed and to draw people to your Profile!

Contact Info

If you have additional questions about LinkedIn, or need help navigating the LinkedIn site, just drop us a message and we are there to help!

Email: bert@scredible.com

LinkedIn: <http://uk.linkedin.com/in/bertverdonck>

To your success,
Bert Verdonck and the Scredible Team