




# 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 , it's easiest to copy and paste the exact content into the respective part of your Profile.

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## 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](http://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

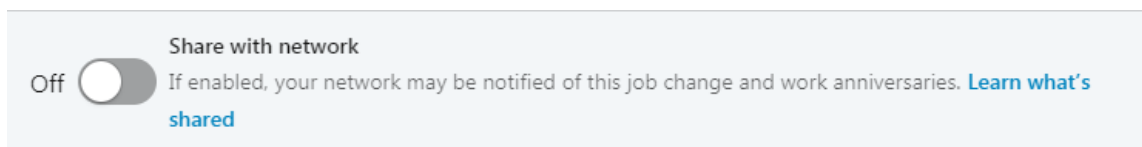
If people would like to know more about you, the very first thing they might do is type your name into Google. LinkedIn Profiles score really highly within Google, so this is your chance to make a great impression! If you do not have a LinkedIn Profile or your Profile does not look good, people will 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, scroll down a bit until you see the following in the sidebar:




Screenshot: Switch updates to Off.

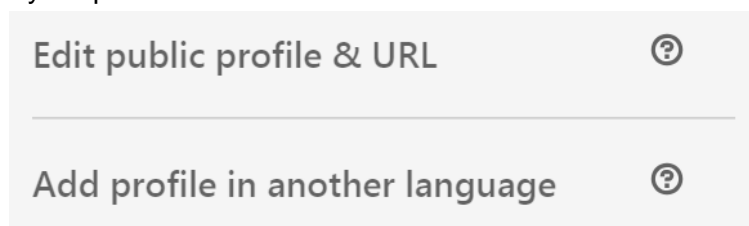
Set the switch to *Off*.

### Edit profile

Now you are all set to improve your LinkedIn Profile. Click the **Me** icon at top of your LinkedIn homepage and then click **View profile**.

Scroll down to the section you'd like to update, such as your introduction card, Experience section, or Skills & Endorsements.

Click the **Edit**  icon to the right of the section you'd like to make changes to and provide them there. Click **Save**. You can do the same to other sections of the profile as well. If you would like to see what your Profile looks like to others and change it, click this button in the top right corner of your profile:



See how your Profile looks to others

## 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 **Edit public profile & URL**.

On that page, at the top of the right sidebar it says "Edit 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:


### Edit URL

Personalize the URL for your profile.

[www.linkedin.com/in/ivannavinnicsuk](http://www.linkedin.com/in/ivannavinnicsuk) 

[Adapt your 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](#)

## 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.

This functionality is provided right below the "Edit public profile & URL" in the top right corner of your profile.

1. 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).
2. 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 in the right corner of the corresponding section of your profile** to change it.

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.

First Name \*

Last Name \*

[Add former name](#)

[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:



[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!



Tyler Mermi

Evaluating development

Connect



Nicole van Eldik

Freelance International

Connect



Halil Frints

Connect

[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 fullbody.
- 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 the **Me** tab at top of your LinkedIn homepage and then click **View profile**.

Click on the place where the picture should be (or alternatively the pencil icon in the top right corner of that section) and upload your photo. You will see a preview of what your photo will look like on LinkedIn and you can make some adjustments to it. Make sure to check the visibility of your picture in the small padlock icon below your picture and choose **Public**. This ensures you will not show up in search results as not having a picture on your profile while indeed you have one.



**Helena Plasschaert**  
Product Marketing Manager at Additive Industries  
Connected 1 year ago



**Ruben Timmerman**  
Helping people reach their full potential at Springest – 🚀 People like you? → Check out [Join.springest.com](http://Join.springest.com)  
Connected 1 year ago



**Radu-Alexandru Stoica**  
Software Developer at CytoSMART Technologies BV  
Connected 1 year ago

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 Myria, PREMIUM Alumnus, has put in her Professional Headline:



### Myria Koutsoumpa

Research Intern at Wemos | MSc Global Health | PREMIUM Excellence Programme at Maastricht University EDLAB

Connected 5 months ago

### Your Professional Headline

Myria indicates that she is PREMIUM Excellence Programme participant, which could create curiosity in others about the programme.

If you are a PREMIUM student or alumnus you could mention this fact in your professional headline. You might want not to forget that this is an *excellence* programme, since that says something about you, your capacities and your motivation. Myria also informs us of her study, so future employers know she has the right knowledge and expertise. She mentions that she is a research Intern which also tells her potential connection about her current occupation and achievements.

If you also achieved something, 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.

Additionally, it could be of an added value to add something personal about you. 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 in the top right corner of the introductory card 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.

## Contact Info

As indicated, this is the place to add your contact details. Click the Me icon at the top of your LinkedIn homepage and go to View profile. Click See contact info in your introduction card. In the Contact info pop-up window, click the Edit icon (the pencil).

The screenshot shows the 'Edit contact info' pop-up window on LinkedIn. It includes the following fields and options:

- Profile URL: [linkedin.com/in/ivannavinnichuk](https://www.linkedin.com/in/ivannavinnichuk) with an external link icon.
- + Add website
- Phone: A text input field and a dropdown menu currently set to 'Home'.
- Address: A large text input field.
- Email address: [ivannavinnichuk@gmail.com](mailto:ivannavinnichuk@gmail.com) with an external link icon.
- + Add instant messenger
- Birthday: Two dropdown menus for 'Month' and 'Day'.
- At the bottom right, there is a toggle switch for 'Birthday visible to: Your network' which is currently turned on.

### Overview of your Contact Info



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](mailto:sillybilly@hotmail.com)).

### 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 URL

+ [Add website](#)

Phone

Personal ▾

Personal

Company

Blog

RSS Feed

Portfolio

Other

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

Click the **Pencil** next to Websites. Then choose **Other** in the dropdown box. You will see the field to enter the text of the link that will be visible on your Profile.

**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 Master's 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 8MB, and recommended pixel dimensions of 1584 (w) x 396 (h) pixels. You should choose one that suits your own tastes and also feels 'welcoming' to viewers. Here is an example from Rosalie Mourmans, another PREMIUM Alumnus:



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 Rosalie's Profile, her Summary consists of multiple parts:

### Summary

I am an enthusiastic and ambitious master student currently studying neuropsychology at the faculty of Psychology and Neuroscience at Maastricht University. My major interests are the areas of neuropsychology, human decision making, neuroeconomics, forensic psychology and psychopharmacology.

During my Bachelor I had the fantastic opportunity to take courses at the City University of Hong Kong. Also, I participated in the Maastricht Research-Based Learning Excellence Programme which I partly conducted in Hong Kong as well.

These experiences have broadened my horizon and made me very internationally oriented and enthusiastic about research. This encourages me to continue studying, working and conducting research in an internationally-minded setting to further develop myself both personal and professional.

To gain work experience and to be actively involved in the field of psychology I took a job as academic tutor at the faculty of Psychology and Neuroscience. Next to my academic occupations I work in a café as a waitress and also fulfilling a managing function. This, and tutoring the first-year students greatly complemented my leadership and communication skills.

In my free time I attend activities with Stoked, the Maastricht sports association for board sports. Also, I started to enjoy yoga and I love travelling and exploring foreign cultures. However, having quality time with friends and family, delicious food and good conversations is really the way to re-charge after a busy day.



We recommend the following layout as best practice:

**Professional branding:** provide an overview of your time as a student. Take a look at Rosalie'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.

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 your profile and click **pencil** icon on your introduction card. Scroll down until you see a section for the summary:

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:

 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 contributed 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!

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 Rosalie's Profile:

## Experience

### **Working Paper**

Maastricht University School of Business and Economics

Apr 2018 – Present

Location Maastricht Area, Netherlands

A preliminary scientific paper conducted in a collaboration between the faculty of Psychology and Neuroscience and the school of Business and Economics concerning morality and the effect of gender.

### **Maastricht University EDLAB**

PREMIUM Excellence Programme

Maastricht University EDLAB

Jan 2018 – Present

Location Maastricht Area, Netherlands

PREMIUM is Maastricht University's exclusive Honours programme for high-performing, motivated master's students. Once selected, students are grouped together in interdisciplinary teams and given an assignment to complete for a client from the (local) business or government sector under the guidance of a project mentor. Alongside their project, students receive individual coaching focused on personal competence development. Lastly, they attend several workshops to help cultivate valuable skills and knowledge to prepare them for the job market.

Philips project team: yield insights into health economics, value propositions and user needs that are relevant to the further development of the business case.

### **Maastricht University**

Research Internship

Maastricht University

Nov 2017 – Present

Maastricht Area, Netherlands

Study regarding the effects of either cannabis or MDMA on memory in a forensic context.



**InterUM, Maastricht University employment agency**

Academic Tutor

InterUM, Maastricht University employment agency

Feb 2015 – Present

Maastricht

Academic tutor at the faculty of Psychology and Neuroscience (FPN) and the faculty of Health Medicine and Life Science (FHML).

Courses at the FPN:

- Body and Behaviour
- DNA
- Genetics, and Perception

Courses at the FHML:

- Neuropsychological disorders

Responsible for guiding the group process and help preparing the students for the exam.

**Café Charlemagne**

Allround Employee

Café Charlemagne

May 2012 – Present

Maastricht, Netherlands

Waitress and managing function in the restaurant. Being responsible for what happens during a shift and making sure everything is all right for the guests. If not, find best possible ways to solve problems and inconveniencies. Often hard work and under pressure.

**Maastricht University**

Maastricht Research-Based Learning Excellence Programme (MaRBL)

Maastricht University

2015 – Jul 2016

Maastricht

As part of the Excellence Programme, I have conducted an empirical research project while studying abroad at the City University of Hong Kong. Research done as part of my bachelor thesis concerning the effect of attractiveness on fairness judgement and punishing behaviour during a dictator game.

Rewarded grade: 9/10 (US equivalent 'A+')

**Maastricht University**

Research Practicum

Maastricht University

Apr 2014 – Jul 2014

Maastricht

Research designed and executed in the lab with fellow students in the field of human decision making and published in the Maastricht Student Journal of Psychology & Neuroscience.

Title: Investigating the Influence of a Time-based Incentive on Choice Blindness Detection Rates.









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



Add profile section ▾ More...

---

Background ^

 Work experience    
8 positions on your profile

 Education    
2 schools on your profile

 Volunteer experience    
7 volunteer experiences on your profile

---

Skills ▾

---

Accomplishments ▾

---

Additional information ▾

### 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 Volunteer Experience. 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. 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. If you have achieved great result with your thesis, don't be shy to share it as well, like Rosalie did:

BA Thesis title: "Looking good! The effect of attractiveness on fairness judgment and punishing behaviour during a dictator game"

Rewarded grade: 9/10 (US equivalent 'A+')

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.



## 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. Take a look on Rosalie's recommendation:

Ask for a recommendation

[Recommend Rosalie](#)

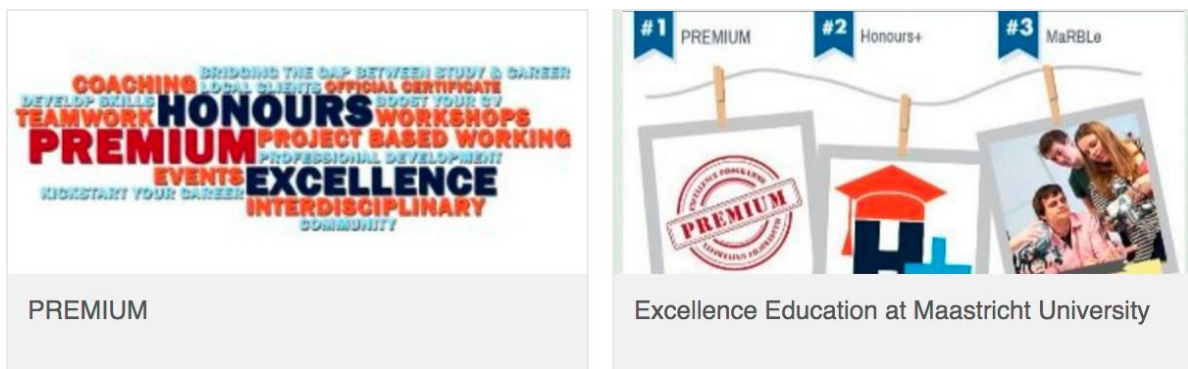
I know Rosalie as an ambitious and hard-working student who is ready to go the extra mile. I have supervised her Bachelor thesis in the context of Maastricht's excellence program Marble. For this thesis she conducted an elaborate experiment as well as a pilot study, on top of her coursework during her semester abroad in Hong Kong. Next being hard working, Rosalie is a pleasure to work with, she is well-organized and has a positive attitude. She is strongly invested in her own future, and makes well-considered and interesting decisions in the process of building up her CV. I warmly recommend Rosalie as a project member for academic as well as business projects.

## 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](https://www.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 **Me – View Profile** and then on the **Pencil** icon in the part of your Profile that you would like to add the Rich Media to.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

 Supported formats

### Adding Rich Media to your Profile

10. Click on Link. Do NOT click Upload! 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 your Profile and then click on the **Pencil** icon in the section with your Rich Media. Scroll down in the appearing window and click on the Pencil icon next to your Rich Media. There, you will see the option “Delete this media”:

Delete this media

Apply

### 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.

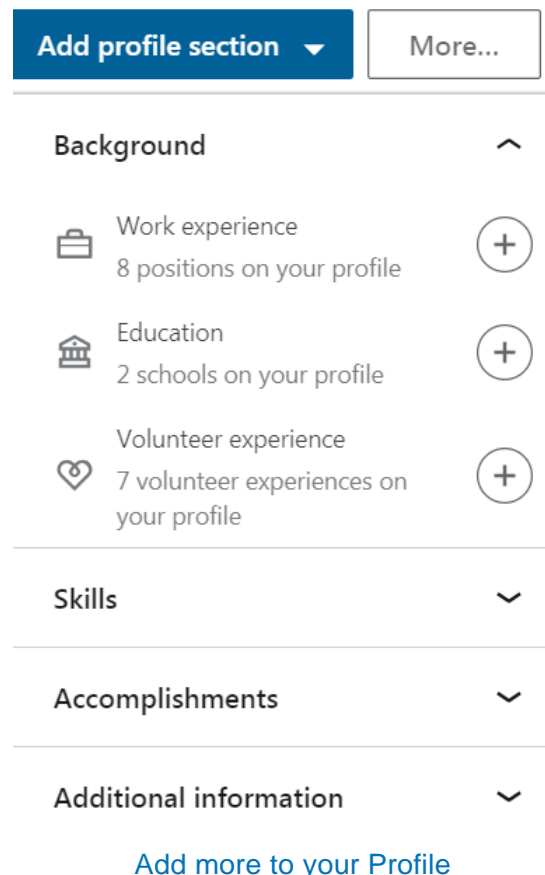
 Students and alumni can use this PREMIUM video in their LinkedIn profile:

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 **Me - View Profile – Add profile Section** that's located under your profile, your name and Professional Headline. You will see something that looks similar to this:



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: [premium@maastrichtuniversity.nl](mailto:premium@maastrichtuniversity.nl)

LinkedIn: Ivanna: <https://www.linkedin.com/in/ivannavinnicsuk/>

Fabienne: <https://www.linkedin.com/in/fabiennecrombach/>

To your success,  
PREMIUM Central Management Team