Michigan Tech *Career Services*

LINKEDIN PROFILE SUMMARY

Your summary is an important component of your profile, because it's your opportunity to introduce yourself and make a more personal connection than a resume can. It also takes the place of a face-to-face networking situation where you're asked, "What do you do?"

Write your summary in a conversational tone and in first-person (use "I")

Paragraph #1 – Short snapshot

- Include a short synopsis of yourself: your education, professional/field related experience, skills, campus involvement (including leadership positions) – really…your personal introduction.
- Include what type of position you're seeking and the date you are available to start.
- Provide contact information.

Paragraph #2 - Your Story

- Here is where you share your personal story. **Why** do you do what you do?
- Highlight the "Aha!" moment when you made a decision to pursue your field of study or that confirmed you were on the right path.

Paragraph #3 – Evidence

- Tell what you've done and are doing to in your field of study.
- Start with your industry or campus hands-on experience: internship, co-op, enterprise, class projects, etc.
- Tell about the problems and projects you've worked on.
- Use lots of specific details, instead of generalizing, to build your credibility.
- This paragraph can also be used in any cover letter you may write.

Paragraph #4 - Professional Skills (soft skills)

- Tell how you've developed the professional skills companies want:
  - Give examples of times you've worked on teams, taken a leadership position, managed a project, or volunteered that will provide evidence that you have good interpersonal, communication, teamwork, leadership, and time management skills.
- Include examples from industry, in-class, on-campus, and community service.

General Tips

- Start your summary draft in Microsoft Word and paste into LinkedIn when finished.
- Information in your summary should be consistent with your resume and cover letter but told in a conversational, first person tone.
- Choose examples most important to you, as you have only 2000 characters to use.
- Several short paragraphs are easier to read than one or two long ones