



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

LINKEDIN CHECKLIST

***START
HERE / NEVER
STOP***

LINKEDIN CHECKLIST

OVERVIEW

LinkedIn has only become more important over the years.

It's used by hiring managers and recruiters to scope out new talent. It's used to connect with individuals in and outside of your respective industries. It's used to convey you, your work experience, your interests and your passions all in one.

LinkedIn has become an integral part of the job/internship search, and it's time to make sure yours is in the best shape possible.

This checklist covers the essentials. There are a million other ways to use your LinkedIn profile to aid you in your job search. Consider this checklist the building of the foundation for a dynamic LinkedIn profile.

If you want an even deeper LinkedIn dive, we recommended [this video](#).

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PROFILE PICTURE & HEADLINE

FOR PICKING THE RIGHT PHOTO:

- Look friendly and approachable! A photo where you're smiling is probably the best choice. A selfie works too, as long as it's professional. **You can 100% use your iPhone for this!**
- Take advantage of the space available by uploading a profile picture that's at least 200px by 200px. A high quality photo that takes up the whole frame is better than a blurry one!
- Avoid busy backgrounds or including others in your photo. A neutral, solid-colored background makes the best impression, as it keeps the focus on you.

FOR WHAT TO PUT ON YOUR HEADLINE:

- Your headline is a quick summation of your current job title, or what your skills are, what you're interested in next or even what you aspire to be!

EXAMPLE:

Marketing VP at Carolina Union Activities Board | Campaigns Team
Lead at 1893 Brand Studio | Morton Media Scholar | Student at UNC-
Chapel Hill |

ABOUT SECTION

FOR WRITING THE BEST ABOUT SECTION:

- A good about section consists of a few brief paragraphs (or just one!) summarizing your professional background, key areas of expertise, and any accomplishments you're particularly proud of.
- Consider telling a story with this section; think of it like a mini, non-job specific cover letter! If you have a personal narrative that ties in with your career so far, include it!
- If you're looking for a job/internship opportunity, update your summary to include what you might be pursuing.

There is an example on the next page and LinkedIn has plenty of examples, too. Get creative with your about section - it's where your personality has an opportunity to come through!

Another helpful resource on building this section section can be found here.

ABOUT SECTION

EXAMPLE:

About

I am a natural writer, a storyteller.

I aim to create solutions to help others while using plain language in a creative manner to communicate ideas. It takes a level of creativity to captivate an audience, a skill I mastered while at the UNC Hussman School of Journalism and Media. But, as a storyteller, I take it a step further. When you hire me, you're not just getting a writer.

As my friends and I tried to grapple with the uncertain future that laid ahead of us after graduating in the middle of the global pandemic, someone told me to "be the person who teenage you would be proud of." Although I strive to be that bright and compassionate young woman that I always dreamed of, the person I want to make proud is a small girl I met in Spartanburg, South Carolina when I was covering the Carolina Panthers training camp in July 2019.

This little girl with large eyes, freckles and the curliest hair I've ever seen stopped playing when she saw me walking down towards the field. I remember overhearing her say to her father, "I want to be just like her when I grow up." And, that moment is what pushes me to keep going, to be a role model for that little girl.

That's who I am - a driven, proactive young woman who has a strong desire to help better this nation through my talents like writing. I'm a strong oral communicator and writer who is able to manage a number of projects at once on tight deadlines while maintaining a strong eye for detail. I'm a self-starter with a strong ability to think creatively in a fast-paced, high-pressure environment. I'm eager to learn and naturally curious.

I love storytelling, which is why I have dedicated my time towards communications, marketing and writing. When you hire me, you're hiring someone who can build and run a brand or a project from start to finish, capturing the essence of it while appealing to audiences.

EXPERIENCE

FOR PUTTING TOGETHER YOUR EXPERIENCE:

- Your experience section of LinkedIn will be just like your resume. In fact, you can even use the same bullet point format!
- While your resume will just be a few of your experiences, your LinkedIn can be all of them. As long as you're able to detail it in bullet points and quantify your impact, include it in this section.
- Link your work! You can include links in this section, so if that's relevant to the job experience, include them.
- Check for spelling on your whole profile, but especially this section!
- You can include volunteer experience in this section, too.

EXPERIENCE

EXAMPLE:



News Intern

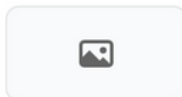
Chatham News + Record · Part-time

Jun 2022 - Jul 2023 · 1 yr 2 mos

Chatham County, North Carolina, United States · Hybrid

- Honed in on refining AP Style, editing for clarity, succinctness and accuracy, highlighting local Chatham County businesses, government and community.
- Wrote three to four stories a week about community events, businesses, organizations and local government in Siler City and Pittsboro.
- Sorted and picked Chatham County-related press releases from company email to copy edit and process into company server.
- Copy edited obituaries, calendar items and legal notices.
- Wrote clear and succinct headlines and photo captions for well-rounded story packages.
- Provided input in a collaborative newsroom environment to copy edit final newspaper pages, catching incorrect jumps, captions and bylines.
- Took photos on assignment at meetings and during event coverage.
- Learned to use InCopy to edit and process copy and upload to company server.

Skills: AP Stylebook · Skilled Multi-tasker · Proofreading · Journalism · InCopy · Copy Editing · Fact-checking



EDUCATION & ADDING COURSES

FOR ADDING YOUR EDUCATION:

- Adding your education is a great way to connect within your network. **Make sure to include the Hussman School here, too, not just UNC-CH.**
- If you transferred, no worries! Just make sure it's clear in this section. Make sure you have the right dates for when you were at each respective school.

EXAMPLE:

Education



UNC Hussman School of Journalism and Media

Bachelor of Arts - BA, Journalism and Media

Aug 2019 - May 2023

Activities and societies: The Daily Tar Heel (Staff Writer), KamiKazi (Hip-Hop Dance Team), Company Carolina (Student Theatre), Undergraduate Research



University of North Carolina at Chapel Hill

Bachelor of Arts - BA, Journalism and Media

Aug 2019 - May 2023

Activities and societies: The Daily Tar Heel (Staff Writer), Coulture (Fashion Magazine/Staff Writer), KamiKazi (Hip-Hop Dance Team), Company Carolina (Student Theatre), Undergraduate Research

ADDING RELEVANT COURSES

You can add your classes in your education section, too. We recommend adding courses that are relevant to your career, and any other ones you feel set you apart or might catch the eye of an employer.

SKILLS

FOR ADDING YOUR SKILLS:

- Skills are important! Take some time to go through each of your work experiences and think about what you gained at each one. If you're stumped, you can look up LinkedIn skills and see which ones apply to you and your experiences!
- Stick to hard skills only. Languages you're fluent in or softwares you're proficient in, not "trustworthy" or "organized" - those should be obvious!

A QUICK VIDEO ON SKILLS:

Follow the link below for a message from Simone Bell, the Communications Manager, Global Impact at LinkedIn, on the importance of skills.

[Video: Simone Bell on LinkedIn Skills](#)

FEATURED & PROJECTS SECTIONS

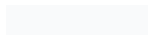
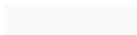
FOR WHAT TO FEATURE ON YOUR PROFILE:

- The featured section is a secret weapon. Don't leave it empty! This is where you showcase your “best of the best” work. Some ideas of what could go in this section:
- Work from your classes that you're proud of
- Your website
- Your portfolio
- Work from a job or internship that you're proud of
- A passion project that relates to your career search!

FOR WHAT TO INCLUDE IN YOUR PROJECTS SECTION:

If the featured section is your quick highlight reel, your projects section can be a more fleshed out showcase of your work. Including other projects from class or another work opportunity in this section helps to add more layers of experience and help give whoever is viewing your profile a fuller picture of who you are as a student and potential job/internship candidate.

You can add a link in this section to whatever project you choose to add, then include some action verb bullet points on what your role was in the project.



EXAMPLES:

UNC alumna Janora McDuffie will be the voice behind all the announcements at the 94th Academy Awards on Sunday. Now living in Los Angeles, she has appeared in numerous...

- Interviewed guests and edited audio clips for a short podcast to demonstrate skills learned in Audio Journalism

VISIT THE HUB

NEED MORE HELP? MAKE AN APPOINTMENT!

While these guides are great resources, there are still many tips and tricks for resumes, cover letters, LinkedIn profiles and the job/internship search in general. We're here to help with that!

Career Services in the Hussman Undergraduate Hub offers support on any and all facets of your career journey. We're here to help in any way we can - looking over your application materials, helping you prepare for an interview or networking opportunity and offering advice on career decisions. Or whatever else you can think of! Check out the links below and come see us soon!

If you want to meet in person, you can make an appointment [here](#).

If you want to learn more about Career Services, click [here](#).

To check out the Hub instagram page, click [here](#).