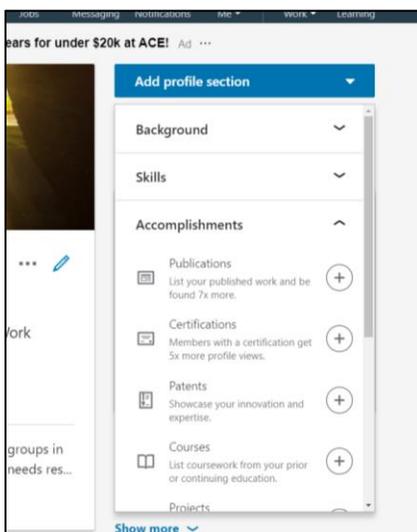


## LinkedIn-Today's Resume and E-portfolio

If the only way to apply to an internship or job was through your [LinkedIn profile](#), would you be prepared? The answer should be a resounding YES! Over 90% of recruiters utilize LinkedIn to search for qualified applicants or review current applicants. While a resume is designed to be only one page as an entry-level candidate, students have an opportunity to add much more information to their scrolling LinkedIn profile.

### Headline

This is the line under your photo, (which should be a [professional-looking headshot](#)). Often we see the same line, "Student at the University of North Carolina Wilmington." This is a missed opportunity to insert a call for action! Consider the following, "Finance student looking for internship opportunities in the Charlotte area." The headline should also be used as a branding statement, "Entrepreneur | Lifelong Student | Digital Marketing Specialist." You will be surprised at how far 120 characters will go! Therefore, use every character you can!



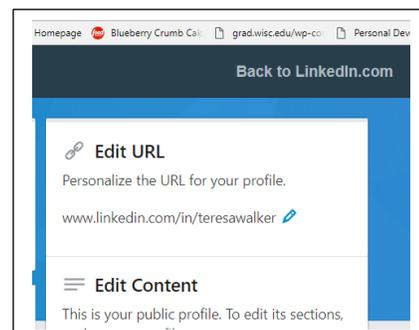
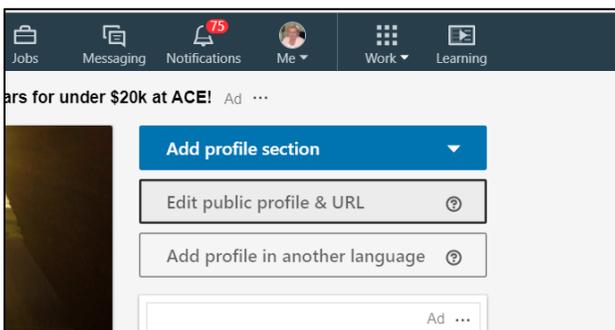
### Accomplishments

Many students think they don't have a lot to add to their profile due to a lack of practical work experience, but they are wrong! In addition to the summary (this is a must), and the initial sections of work, education and volunteer experience, many students overlook the opportunity to add more information to their profile by listing additional accomplishments!

Simply go to your profile and open 'Add profile section,' next open 'Accomplishments.' Here you can add coursework, projects (aka, assignments and research), certifications and more! You can also upload recent projects as evidence of your hard work! This is a great way for students to elaborate on how they are training to become a professional.

### LinkedIn URL

Last, but not least, always create a unique LinkedIn URL. Open the 'Edit public profile & URL' section, then click on the pencil beside the URL listed in the upper right hand area. Next, type your name. However, with over 500 million users you may find someone else has claimed that URL. No problem! Simply insert your middle initial or birth year, lucky number, UNCW, etc. at the end of your name. Congratulations! You are now LinkedIn savvy!



***DON'T FORGET TO CREATE SEARCH ALERTS WHEN SEARCHING FOR A JOB OR INTERNSHIP!***