Your LinkedIn profile is an interactive business card, a summary of your professional experience, interests, and capabilities -- a key differentiator in the job market.

1. **Craft an informative profile headline**

Create a short, memorable way to understand who you are in a professional context. The headline is your professional brand, such as “Recent honors grad seeking marketing position.” Check out profiles of students and recent alums you admire for ideas and inspiration.

2. **Display an appropriate photo**

LinkedIn is not Facebook or MySpace. Select a professional, high-quality headshot of you alone.

3. **Show off your education**

Include information about all institutions you’ve attended. Include your major and minor and highlights of your activities. Include study abroad programs and summer institutes.

4. **Develop a professional summary statement**

Your summary statement should be concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and college involvements.

5. **Fill your “Specialties” section with keywords**

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you.

6. **Update your status weekly**

Once a week, tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news you would share while networking.

7. **Show your connectedness with LinkedIn Group badges**

Join groups and display the group badges on your profile to show your desire to connect to people with whom you have something in common.

8. **Collect diverse recommendations**

Build credibility with endorsements. Solicit recommendations from professors, internship coordinators, colleagues, employers, and professional mentors.

9. **Claim your unique LinkedIn URL**

To increase the professional results that appear when people search for you, set your LinkedIn profile to “public” and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). Include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.

10. **Share your work**

Add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications.