



Make your student life easier

– optimise your student LinkedIn profile

- > Pick a photo of yourself with a neutral background that reflects your professional identity. Use a close-up taken especially for the purpose.
- > Fill in your **professional headline** with the title of your educational programme and preferably some key words describing your most important skills for landing a job. The headline can be max.120 characters, e.g. “Result-oriented MSc in Business Admin. (Finance & Accounting) specialising in financial analyses and project management”.
- > Edit your **LinkedIn web address**, and copy it into your email signature.
- > Describe your professional approach using a personal style and ordinary text (about five lines) in the **summary statement**. Start with: “I can help companies to...” and then describe both the specific value you can create for your future employer and the positions you can hold. End your summary by listing your specific work skills as bullets and your relevant contact data.
- > Fill in your **experience**. List your areas of responsibility, particularly the results you have achieved while gaining the respective study experience. Show examples of your work if you like.
- > Collect **recommendations** from former managers, business partners and perhaps colleagues. You will need at least three. Start by collecting recommendations from potential referees for interviews.
- > Fill in **education** and related subjects. You can link it to a technical description of your educational programme.
- > **Like** status updates, share interesting messages with your network and join in relevant discussion groups.
- > Find and follow **companies** that interest you. Always check the company’s profile and find out how to contact a relevant person in the company to obtain information before writing your application.
- > Check your educational institution’s LinkedIn page. Explore the career prospects and opportunities your education offers.

If you need help filling in your profile, use Djøf’s LinkedIn guide: djoef.dk/linkedinguide.

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