



Teacher Notes: How to Write a LinkedIn Profile Summary (College)

It's important for college students to have active LinkedIn profiles and understand how to explain themselves on the page. The lesson guides students step-by-step on how to write the "profile summary" portion of the LinkedIn profile.

The impact:

Employers often check a student's LinkedIn profile during the interview process. LinkedIn is also a place for students to gain early experience in professional networking.

Skills the students learn:

- Effective writing
- Self-representation
- Brevity
- Critical thinking

Notes for the exercise:

- Before the students begin, have everyone read pages 165-167 of *Wait, How Do I Write This Email?*. It's important for the class to understand the fundamentals of a solid profile summary before you dive into the version specifically for college students.
 - o You may even want the class to read these pages aloud.
- Then, to write the profile summaries, direct your students to use three-step guide on page 168.

Questions to ask your students:

- How did you describe yourself in Step 1, Step 2 and Step 3? Which step was the most challenging?
- Did you make sure to explain (in Step 3) how you hope to impact the world and make a difference? Remember to focus on other people and how you can help them.