

EMERGE

with RUBIN

Classroom Activity: How to Write a LinkedIn Profile Summary

You have 30 seconds to describe yourself. Can you do it?

The profile summary section requires brevity and critical thinking. In a small space, you must explain who you are and the impact you make on others.

Here, you will bring to life your profile summary.

Instructions:

Step 1

To begin to create the LinkedIn profile summary, read 2-6 below. They are selections from the book, *Wait, How Do Write This Email?* That way, you'll gain the overall philosophy behind a well-written profile summary and see an example.

- If you're a high school student, college student, a recent graduate or unemployed, use the guides on pages 4-6 to draft your profile summary.
 - o Note: The college student template also works for high school students.

Step 2

Add your profile summary to your LinkedIn profile.

Step 3

Be ready to share your profile summary and how you chose to describe yourself.

HOW TO WRITE A STRONG PROFILE SUMMARY

You have 30 seconds to describe yourself. Can you do it?

With a LinkedIn summary, that's all the time you have. Sorry, no one wants to read your entire work history. Not even a little bit.

The summary section requires brevity and critical thinking. You must explain what you're about and the impact you make on others.

Let's begin with step 1, and you'll see what I mean.

Step 1: Who are you, really?

Keep it basic. In a nutshell, what are you known for? What's your identity? And how does your work help other people?

It's a useful exercise to describe yourself in less than ten seconds. Plus, it's important to think hard about the value you add to the market.

Here's an example for a young guy we'll call "Lamar."

"Every day, I protect sensitive information on thousands of people from hackers and cyberattacks."

At Lamar's professional core, that's the work he does AND how his work improves the lives of other people.

Step 2: What do you do?

Now take the opening line a bit deeper but remember the 30-second rule. This is no time to delve into three huge paragraphs on everything you've done. Keep it rolling with specific details, like:

- Your title and company
- BRIEFLY what you do at the job
- Again, how your job *helps* people
- Specialties or areas of expertise if you need to describe your role a bit further

"As an information security analyst at Acme Hospital System in Sacramento, I manage the day-to-day flow of information into and out of five hospitals and two emergency centers. With a focus on database management, my job ensures critical computer systems, medical files and patient history remain active and never fail. My team and I stay updated on the latest trends in information security to not only keep Acme Hospital System safe but also on the cutting edge."

Step 3: Bring 'em home

In the final step, put a stamp on your LinkedIn summary.

By now the reader knows who you are and what you do. Now, finish out with a strong “closer” sentence.

Similar to your opening line, what’s your mission as a working professional? What are you passionate about? And I know I’m a broken record but...how does your passion help other people?

Reiterate that point at the end, add a period and you’re done.

Lamar’s closing line:

“A hospital never sleeps, and the same goes for IT. If everything runs smoothly and nothing suffers a glitch, then I know I did my job.”

Lamar’s Full LinkedIn Profile Summary

Every day, I protect sensitive information on thousands of people from hackers and cyberattacks.

As an information security analyst at Acme Hospital System in Sacramento, I manage the day-to-day flow of information into and out of five hospitals and two emergency centers. With a focus on database management, my job ensures critical computer systems, medical files and patient history remain active and never fail. My team and I stay updated on the latest trends in information security to not only keep Acme Hospital System safe but also on the cutting edge.

A hospital never sleeps, and the same goes for IT. If everything runs smoothly and nothing suffers a glitch, then I know I did my job.

Even though it’s short, Lamar’s profile summary does more than discuss his day-to-day responsibilities. The summary explains his job, showcases his personality and proves why his work makes the world better.

In a vast ocean of online profiles, Lamar has a bio you will remember. And that’s the goal: to be unforgettable.

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PROFILE SUMMARIES FOR STUDENTS, RECENT GRADS AND THE UNEMPLOYED

A LinkedIn profile summary should adjust with your career and position your skills and experience in different ways. It all depends on the scenario.

In the examples below, we'll use "Lamar" once again, our guy from the LinkedIn profile summary in the previous section. Remember, Lamar works in information security for a large hospital system so his various profile summaries will reflect his interest in computers and technology. Own who you are and *where* you are in your career.

College student (also works for high school)

Step 1: Who are you, really?

I'm a junior at Big State University who majors in computer science and minors in mathematics.

*NOTE: Note how the major and minor are not capitalized **as we discuss here**.*

Step 2: What do you do?

You might say I'm a "tech geek" because I spend a lot of time in the school's computer lab. That's where we learn to deconstruct laptops and build them back together. I'm vice president of the Campus Computer Club (CCC) and love to pick apart a motherboard or hard drive and help people with their computer challenges.

Step 3: Bring 'em home

When I graduate, I hope to find a job that uses computers and the latest technology to make the world a smarter place.

Deeper Insight

Lamar tells us he's passionate about computers, demonstrates his commitment (vice president of computer club) and discusses how he wants to use his tech skills to improve the world. Again, in the profile summary you must explain how your passion will help other people.

Recent grad

Step 1: Who are you, really?

I'm a recent computer science graduate from Big State University who wants to help a company make an impact through the use of new technology.

NOTE: Your goal is to make the company better. Don't worry — if the company succeeds, you will too.

Step 2: What do you do?

You might say I'm a "tech geek" because in college I was vice president of the Campus Computer Club (CCC) and spent a lot of time in the school's computer lab. I love to pick apart a motherboard or hard drive and help people with their computer challenges.

Step 3: Bring 'em home

Hackers, cyberattacks and other security issues are a reality today for companies big and small. I want to help a business not only stay protected but also grow and remain competitive.

Deeper Insight

Now that he needs a job, Lamar uses the profile summary to transition from college to the real world. He references his college credentials (vice president of computer club) and explains why his skills can benefit other people ("help a business...remain competitive").

What's your passion, and how can it aid others?

Unemployed

Step 1: Who are you, really?

I'm an information security analyst who provided IT support for three years for a large hospital system in Northern California.

Step 2: What do you do?

My specialties include installing firewalls, database management, implementing network disaster recovery plans and training teams on information security procedures — including people with limited knowledge of computers. By that I mean I can put "tech talk" in layman's terms.

NOTE: Be specific and technical when you list your skills. Don't write you're a "dedicated" professional. Skip the adjectives and tell people what services you provide ("installing firewalls").

Step 3: Bring 'em home

Computers and new technology are my passion. I stay updated on the latest information security software, protocols and best practices and understand the importance of a vigilant 24/7 security system for companies big and small.

"IT" is what I know and do best. I'm ready for the next opportunity to apply my skills.

Deeper Insight

The hospital system, sadly, came under new management, and Lamar lost his job in the transition. Unemployed, his profile summary must adjust. This time, Lamar doesn't dwell on unemployment and instead focuses on his strengths. He mentions specific skills in case a recruiter, employer or robot scanner searches for someone with, for instance, "database management" ability.

Lamar also explains why information security — in other words, protecting someone's sensitive information — is his passion. He gives the reader a glimpse at his personality, which makes him more human, interesting and approachable. Sure, he's out of a job and that's rough. But the profile summary beams with confidence and energy, and the approach is attractive to an employer.