

Tips for LinkedIn



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The better the question.
The better the answer.
The better the world works.

EY
Shape the future
with confidence

To support you on your career journey, here are some of our top tips for LinkedIn. Foremost among them, we encourage you to always keep in mind that LinkedIn is a professional networking platform. We encourage you to conduct yourself with a level of professionalism that protects your personal brand and reputation.

Profile photo

Use a clear color photo of only you in work-appropriate attire. Avoid using heavy filters and digital alterations.

Headline

Highlight your field of study or work, professional interests, or aspirations with relevant key words.

About statement

Also known as the summary statement, use this space to expand on your experiences, skills, accomplishments, career goals and passions.

Connections

Seek and add meaningful connections. Prioritize quality over quantity. Consider sending a personalized message with an invitation to facilitate a connection.

Additional tips for undergraduates

Grade point average

Please include both your overall grade point average and your grade point average in your major.

Eligibility dates

If your major is Accounting, it can be helpful for us to see the date (month and year) you'll be eligible to take the Uniform Certified Public Accountant Examination (CPA Exam).

Achievements

If you've held leadership roles, been recognized for achievements, learned transferable skills in academics or student groups and organizations, or taken part in extracurricular activities or volunteer work, we encourage you to include them.