



Creating a LinkedIn Account

Quick Tips to create a profile +

CV Format & Content + Networking

By Christen Cousins and Jimena Ugaz (CIRES HR)

Why Use LinkedIn?

- LinkedIn is specifically designed with networking in mind, and the purpose of creating relationships.
- LinkedIn is an opportunity to showcase your skills and abilities in a dynamic medium.
- Utilizing this recruitment tool, you are actively becoming visible to employers on a greater scale.
- Explore LinkedIn Premium options which allow you to reach out directly to recruiters through InMail credits, use AI to analyze the strength of your profile vs. a job, and access trainings.

Setting Up a LinkedIn Account

What you will need:

1. A valid email address
2. Basic personal and professional information

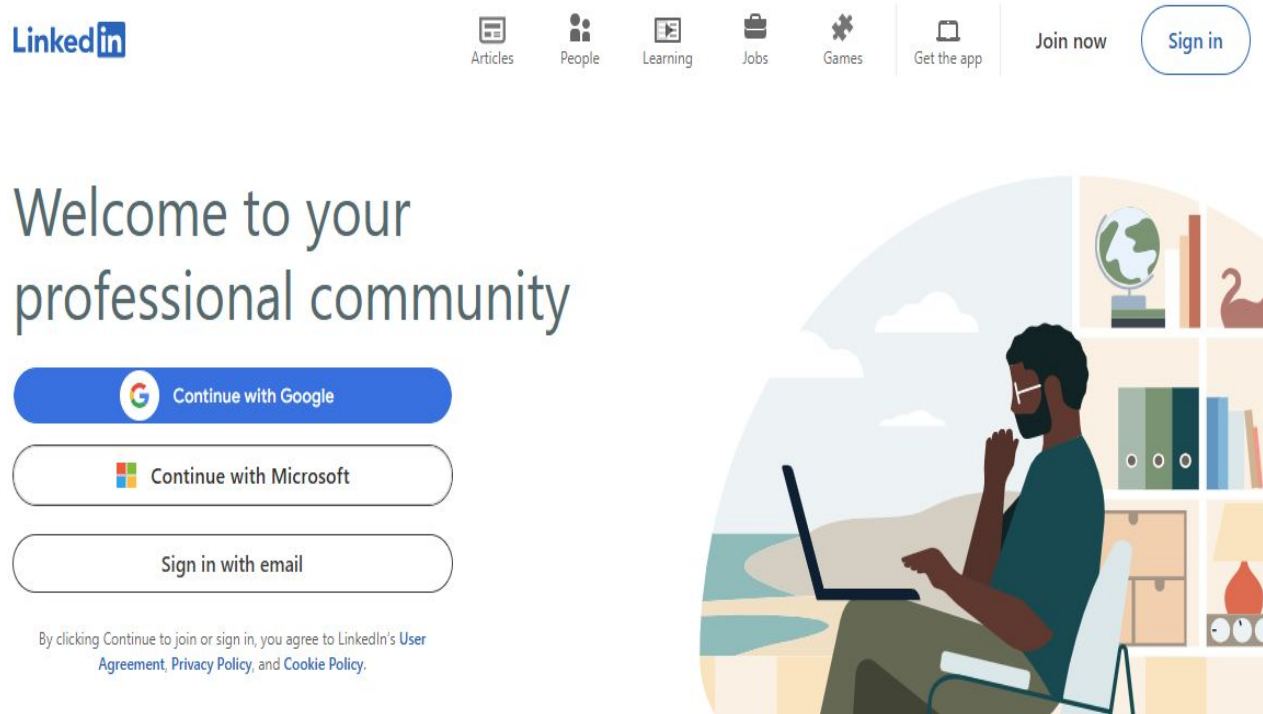
To create an account go to:

[linkedin.com](https://www.linkedin.com)

Click on the “Join Now” button in the upper right

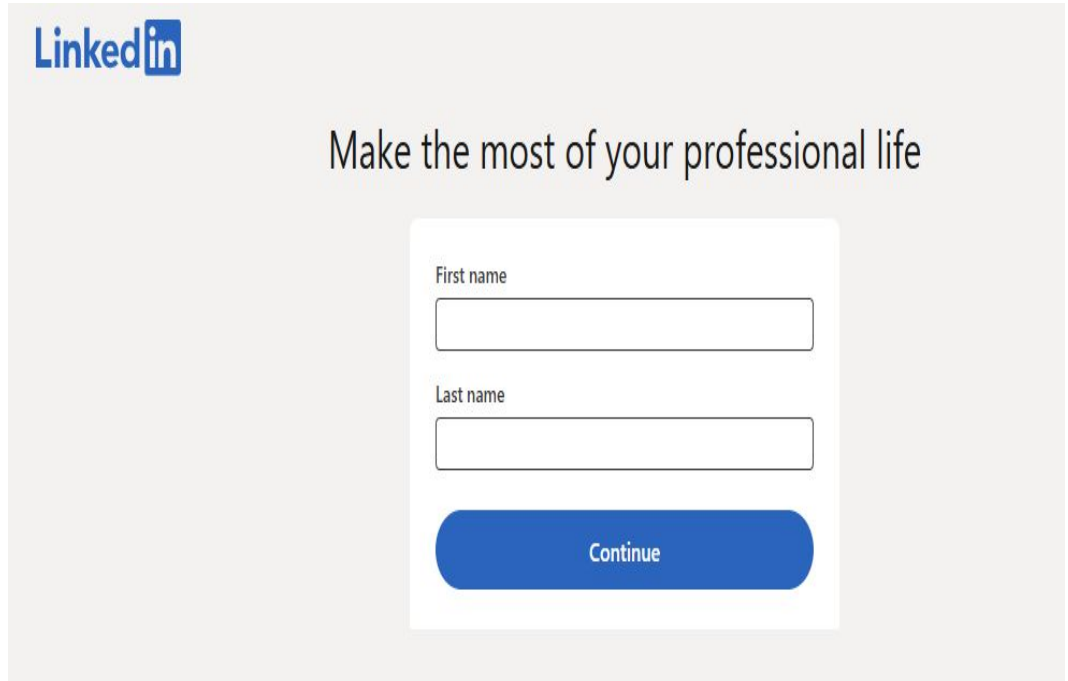
Go to LinkedIn.com

Please note the
sign in button on
the upper right
corner.



Enter Your Name

Use your full first and last name to create your account.

A screenshot of the LinkedIn account creation interface. It features the LinkedIn logo in the top left, followed by the text "Make the most of your professional life". Below this is a white form box containing two input fields: "First name" and "Last name", each with a corresponding text input box. At the bottom of the form is a blue "Continue" button.

LinkedIn

Make the most of your professional life

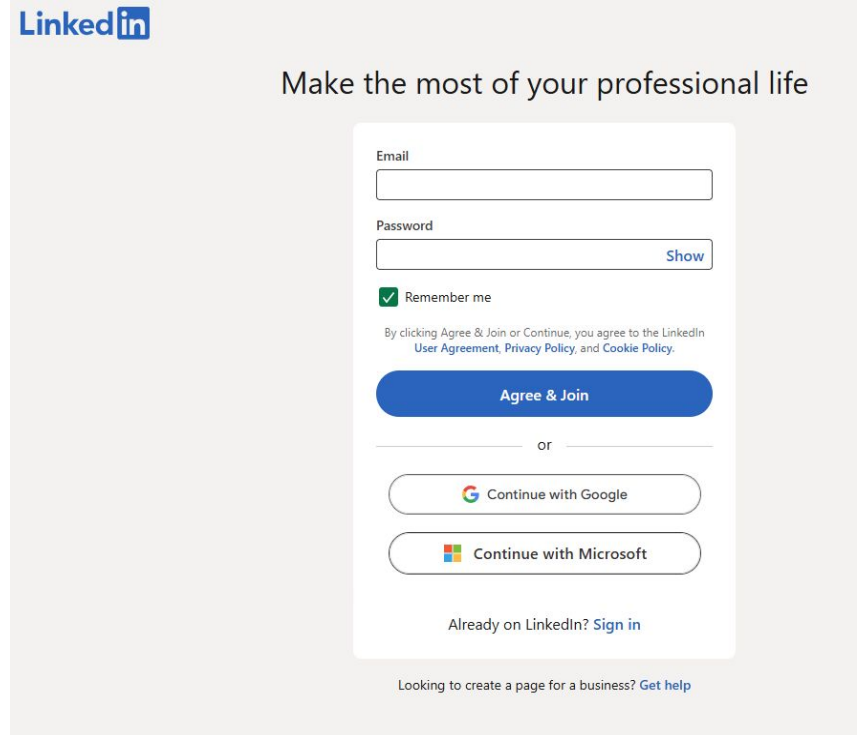
First name

Last name

Continue

Enter Personal Details

1. Start by entering the best contact email address for you. This will be an email that you will be checking and will monitor for updates and messages.
2. Create a strong password that you will remember to access your new profile.



The image shows the LinkedIn sign-up interface. At the top left is the LinkedIn logo. To its right is the text "Make the most of your professional life". Below this is a white sign-up form. The form contains an "Email" input field, a "Password" input field with a "Show" link to its right, and a "Remember me" checkbox which is checked. Below the checkbox is a line of text: "By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." Below this text is a large blue button labeled "Agree & Join". Below the button is a horizontal line with the word "or" in the center. Below the line are two rounded rectangular buttons: "Continue with Google" (with the Google logo) and "Continue with Microsoft" (with the Microsoft logo). Below these buttons is the text "Already on LinkedIn? Sign in". At the very bottom of the form is the text "Looking to create a page for a business? Get help".

LinkedIn

Make the most of your professional life

Email

Password [Show](#)

☒ Remember me

By clicking Agree & Join or Continue, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

[Agree & Join](#)

or

[Continue with Google](#)

[Continue with Microsoft](#)

Already on LinkedIn? [Sign in](#)

Looking to create a page for a business? [Get help](#)

Enter Your Location

Next, LinkedIn will ask for
your current location.



Welcome, Daniel ! What's your location?

See people, jobs, and news in your area.

Location *

Boulder, Colorado, United States

Next

Add most recent experience



Here, LinkedIn will start with you most recent job title, will ask if you are a full or part-time employee, and where you currently work. As you answer each question, the next will appear. There is also the option to continue as a student.

What's your most recent experience?

Most recent job title *

Human Resources Coordinator

Employment type

Full-time

Most recent company *

CU Boulder

I'm a student

Continue

Confirm and Join

When you have completed the first few steps, you will be sent a code to your email to finalize the process and create your LinkedIn account. Enter the code, agree & confirm.



Confirm your email

Type in the code we sent to dan.smith@colorado.edu. [Edit email](#)



Your privacy is important

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Didn't receive the code? [Send again](#)

Agree & Confirm

Where to start?

As you are getting started building your profile, you should concentrate on 3 main items:

1. Your profile picture
2. Your secondary picture or banner
3. Your job title or tagline

The profile picture

The picture should:

- Be professional. A selfie is fine but consider a photographer headshot.
- Be recognizable. The photo should be current and look like you.
- Should only contain you in the picture.
- Take up about 80% of the bubble. You are the focus not the background.



The Banner



Although not essential, an eye catching banner can draw views.

LinkedIn has a small library of banners to choose from. You can also make your own through websites like [Canva](https://www.canva.com).

<https://www.youtube.com/watch?v=VR2NIIB-z8E>

The tagline

Underneath your photo and your name will be a space for your tagline. You can start with your current or most recent job title or working title.

However, the tagline can be more! Think of keywords that describe your skills or expertise. These keywords can also be part of your tagline and catch the eye of recruiters.

For example, Instead of just the job title of “research scientist” you can also include job duties such as “data analytics” or “software development.”

Christen Cousins 
CIRES HR Recruiting & Onboarding Coordinator

Resources are available!

Everything in this presentation is available to you through LinkedIn learning on the mycuinfo portal at CU.

Helpful tips and videos move you forward quickly, and give you a good amount of information in minutes.

Instructional videos which were used for this presentation are:

- [Create your LinkedIn profile](#)
- [Building a LinkedIn profile](#)
- [Optimizing your LinkedIn Profile](#)
- [Getting Started Profile Quick Tips](#)
- [Optimizing your LinkedIn profile for recruiters](#)
- [LinkedIn Quick Tips](#)

Tips for a Job Search

Have a Strategy:

- Acknowledge the landscape: Environmental research at CIRES vs. Sustainability Reporting in the private sector (Focus on skills and not titles)
- Referrals: It is estimated that, in the U.S, that close to 50% to 80% of all new hires today come from referrals, although they represent less than 10% of the pool.
- Apply early! (set up notifications in LinkedIn, Indeed, Glassdoor...)
- Strong communication, Critical Thinking, Data Analytics, Project Management, Leadership and Mentorship, & AI literacy are highly valued across sectors.
- Consider temporary work; Can you consider relocation? Denver metro/ hybrid.
- If you have LinkedIn Premium account, ask the AI for areas of strength and other tips before creating your application materials
- AI (Copilot) can elevate your work if you are strategic with your prompts.
- You can use AI platforms as interview coaches

Tailoring your CV

Use the [basic template](#) to avoid ATS rejection

Use AI to match job description to your application materials

- Extension: 1-2 pages (avoid pictures/ boxes)
- Include a **Summary**
- **Skills** or Core Competencies
- In **Experience** section, include 3-5 duties per job title
- Use WHI: What/ How/ Impact/ Use strong action verbs and metrics
- List/ Explain career breaks
- For experience prior to 2010, list as “Additional experience” (2-3 duties)
- Education: You can avoid including year of graduation if you prefer
- If not a research focused position, decrease or eliminate publications

Recommended course: ChatGPT prompts for jobseekers

<https://www.linkedin.com/learning/chatgpt-prompts-for-jobseekers/using-ai-to-tailor-your-cv-for-a-job?u=42275329>

Networking

- => What is your objective? For example, “To find employment” (referrals)
- => Make sure that you keep an updated profile in line with industry’s current trends in LinkedIn (AI, analytics)
- => Understand sector-specific demands and invest in network and development opportunities
- => Focus on relationship and trust building
 - Show interest in colleagues’ work and contribute to their success
 - Where are your college connections and prior colleagues now? Reach out!
- => Join relevant forums, professional organizations which may host annual networking events
- => Identify local top companies of interest; reach out for informational interviews to potential colleagues
- => Connect with Recruiters and explain your interest in and skills for the role of interest

Helpful links (certain services only available to CU alumni)

CU Career Services website:

<https://www.colorado.edu/career/>

Career Services Resumes:

<https://www.colorado.edu/career/job-searching/resumes-and-cover-letters/resumes>

Career Services cover letters:

<https://www.colorado.edu/career/job-searching/resumes-and-cover-letters/cover-letters>

LinkedIn profile “About You” summary building:

<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

Don't forget your CIRES HR Team

Also, we are here to help! Always feel free to reach out to us with any questions or to request a one-on-one consultation!

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