

What you need to know about LinkedIn

Central to creating an effective LinkedIn profile is to include key words so an employer searching for someone with your expertise will be able to find you. A LinkedIn profile is meant to be fluid. It is a living resumé that can be easily updated to reflect new projects you are working on, new opportunities you have, new skills you have gained, and more. LinkedIn allows you to change the order of the following sections, but I recommend you start with the order as it appears below. It also lets you make

only certain sections of your profile publicly accessible. For example, you can choose to hide the groups that you belong to. That would be useful if, for instance, you are looking for a job and are part of a group that is clearly for job seekers.

The following serves as a basic template for LinkedIn, with the major sections you should complete in your profile. There are additional options that you can explore to add to your profile as you become more comfortable using this platform.

Name:

Alaina G. Levine

Headline/Title*:

International Keynote Speaker, STEM Career Consultant, Science Writer, Columnist, Comedian, Author, Networking for Nerds

Location:

Tucson, AZ

Contact Information:

Include your email address and Twitter handle if you have one. You don't have to include your phone number if you are not operating a small business or are not engaged in freelance work. Use a customized URL, such as www.linkedin.com/in/alainaglevine, so your LinkedIn profile can be easily found. You also can put it on your resumé and your business card.

About (Summary):

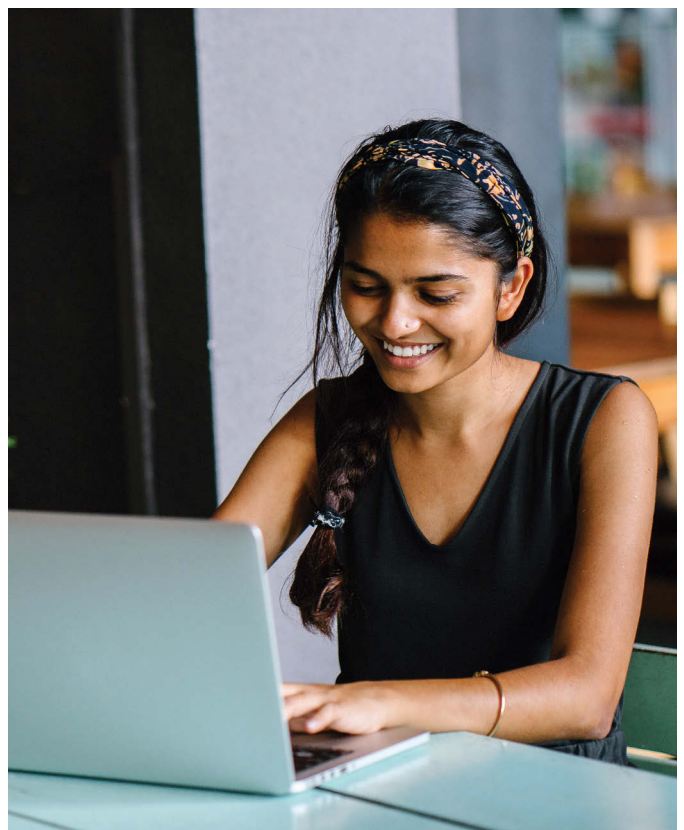
For your About section, you can use either bullet points, paragraph form, or a mixture of both. It should communicate your expertise, skills, major accomplishments, and pedigree. For example, my About section currently states:

I am a keynote speaker, science and engineering careers consultant, science writer, and corporate comedian. My first book, *Networking for Nerds* (Wiley), on networking strategies for scientists and engineers, was published in 2015. It debuted as #1 New Release in Zoology (!) on Amazon, and in December 2015, *Networking for Nerds* beat Einstein (really!) for the honor of being named one of the Top 5 Books of the Year by *Physics Today* Magazine.

As President of Quantum Success Solutions, a career consulting enterprise with a focus on advancing the professional development expertise of scientists, engineers, and technical professionals, I have been advising emerging and established STEM pros about their careers for over 18 years. I have given over 700 keynotes, workshops, and webinars in the US, EU, Mexico, Canada, and Africa, and have written over 350 articles pertaining to STEM, careers, and business in such publications as *Science*, *Nature*, *Smithsonian*, *Scientific American*, *IEEE Spectrum*, and *COSMOS*. I have also penned career columns for *Physics Today* and the American Physical Society's

*NOTE: Your title can be one of the following:

1. Your "value statement." List what you are good at, what you are known for, what your expertise is, or what problems you solve (or would solve for an employer). This is especially important if you are looking for a job or are in your early career and still exploring and researching career possibilities. You will convey to the reader what job you want and can do.
2. Your actual job title. If your current job is a permanent position rather than a temporary one, such as a resident assistant or a postdoc, list it here.
3. A mix of the two above. Beware that most LinkedIn profiles are public, so your boss may be able to see what your title is.



publication, APS News, and have served as a Contributor to NatGeo. In 2018, I authored 2 online courses for Oxford University Press on career development and entrepreneurship.

You could also just have a summary statement and then list your accomplishments and promise of value in bullet form, such as:

- Scientific researcher studying the effects of A and B on C. Experienced in X, Y, Z, and ZZ.
- 5 years' experience in designed and managing experiments in nanotechnology biosystems.
- Educator in graduate and undergraduate courses in X and Y.
- Volunteer involved in science communications, outreach, novel teaching methods, and STEM fields diversification.

Specialties: A, B, C, D

Experience:

List your jobs—both paid and volunteer positions (if they are relevant)—in reverse chronological order. Include a few bullet points or provide a summary of your accomplishments for each position, with the guiding principle being to clarify the problems you were given, the solutions you came up with, and the results (quantified if at all possible).

You can embed pictures, videos, PDFs (of reports, for example), and even PowerPoint slides. They can provide great visual elements for your profile, show you as a savvy LinkedIn user, and make it easy for someone to understand the significance of your expertise and achievements.

Keep in mind that even as an early-career professional, i.e. a student, you have relevant experience that you should list here. It may not be an actual "job" where you earned a wage, but it could be a course, a class project, a research assistantship, internship, co-op, or someone experience that literally gave you experience in solving problems and allowed you to develop skills.

Education:

List all your alma maters, including those associated with study abroad programs and programs in which you earned special certificates. You can also list honors from each school and activities you participated in. Don't list your high school except in rare circumstances, such as if you went to a prestigious school or for networking purposes.

Accomplishments:

These can include Honors and Awards, Publications, Patents, Projects, and several other fields.

When listing your honors and awards, it may be useful to explain the significance of a particular one.

Skills and Endorsements:

LinkedIn lets you list up to 50 skills. Look through the site's skills list. Add those skills that are related to your expertise and problem-solving abilities. If you are unsure of what you should list, start with your major areas of expertise, such as materials science, research, or teaching. Then look for business skills such as grant writing, mentoring, or teambuilding. You can also add techniques and tools,

such as x-ray spectroscopy, Python, Hadoop, or mathematical modeling. Take a look at the profiles of people who have similar careers to see what skills they have listed.

Your skills section should tell the story of who you are and what value you can provide to partners and employers. Depending on where you are in your career, you can, and should, adjust your list of skills as you hone some, stop using others, or want to emphasize certain ones that an employer or partner would be interested in.

Once you add your skills, you can then seek endorsements from your connections. The good news is that LinkedIn basically does that for you. It has an algorithm that asks your connections if you have certain skills, and the connections decide themselves if they want to endorse you for those skills.

Recommendations:

These are useful because they are hard to fake (at least so far!). You can ask your connections to recommend you; each recommendation appears on your profile for the job or project that it is associated with. That is useful because readers will see what individual members of your community have to say about your expertise and accomplishments.

