Job seekers should research occupations to learn what knowledge, skills, and abilities are preferred by employers. Incorporating them into your LinkedIn profile summary is an effective way to connect one’s background to a desired occupation.

**ACTIVITY INSTRUCTIONS**

1. **Step One**
   Ask students to go to O*Net: ([http://www.onetonline.org](http://www.onetonline.org)) on their computer or device and search a job title that is interesting to them. For example: Type in “Mechanical Engineer” in the Quick Search then click on the job title.

   ![O*Net](http://www.onetonline.org)

   **Type in a job title: (e.g., Mechanical Engineer)**

2. **Step Two**
   Ask students to open a second tab, and visit LinkedIn ([https://www.linkedin.com/](https://www.linkedin.com/)) on their computer or device. Search the same job title, or a similar job title, and select a job listing that most closely relates to their career goal. For example: Type in “Mechanical Engineer” in the Jobs tab (without selecting a location), then click on the job title.

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

   **Type in a job title: (e.g., Mechanical Engineer)**

3. **Step Three**
   Ask students to read through the O*Net summary report and LinkedIn job title, and highlight portions of each which may include: sample job titles, tasks, tools and technology, knowledge, skills, abilities, work activities, detailed work activities, work context, etc.

4. **Step Four**
   Prompt students to fill in each section of the worksheet.

**CONCLUSION**

Rather than guessing what keywords to include in a LinkedIn summary, students should reference O*Net and job descriptions for industry terms and common phrases to include in their summaries.
KEYWORDS ACTIVITY SHEET

Instructions: Visit http://www.onetonline.org/ and type in a job title you want to pursue. On the results page click on the option that most closely relates to your career goal. Then, open a separate tab and visit https://www.linkedin.com/ and search a job title that is similar or the same, and select one from the results. Take a close look at the descriptions and fill out the sheet below.

1) Step One
Write down the Job Title(s): ____________________________

2) Step Two
Write down the Key Work Activities and Job Tasks
1. _________________________________________________________________
2. _________________________________________________________________
3. _________________________________________________________________
4. _________________________________________________________________

3) Step Three
List the Required Knowledge and Skills
1. ___________________________________ 4. _____________________________
2. ___________________________________ 5. _____________________________
3. ___________________________________ 6. _____________________________

4) Step Four
Reflect: What Are My Skills and Abilities?
1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________
4. __________________________________________________________________
5. __________________________________________________________________

Summary: Incorporate relevant words from O*NET and LinkedIn job descriptions into your resume. Knowing more information about the occupation and industry can help you tailor your online image.