THE BIG IDEA

Creating a successful online image is an opportunity to describe who you are, including professional strengths, interests, abilities and experience to potential employers. Students and job seekers should continually develop their online image so that they can stand out in a competitive job market.

LEARNING OBJECTIVES

Students will:

- Develop an online presence by identifying and uniquely portraying strengths, interests, attributes and accomplishments.
- Establish and build relationships by making meaningful connections with faculty, staff, peers and professionals.
- Continuously enhance their online presence by refining their profile and sharing relevant content.
- Become familiar with the features of LinkedIn and other social media platforms to pursue professional goals and to research organizations, individuals and job opportunities.

CLASS PREPARATION

Instructors:

- Review PowerPoint slides and notes
- Select one or more activities
- Visit [https://university.linkedin.com](https://university.linkedin.com) to find relevant videos & articles to share with students

Students:

- Read [Guide to LinkedIn](#)
- Start and/or review personal LinkedIn profile
- Review Sample LinkedIn Profiles: [MU Student 1](#), [MU Student 2](#), [MU Student 3](#)

ONLINE IMAGE ACTIVITIES

Included:
- Keywords
- LinkedIn Summary

Optional:
- Social Media Checklist
- LinkedIn Checklist

WRAP UP

Continuously make updates. It takes revisions and consistent attention to perfect your online image.

Highlight your strengths and unique qualities.

Visit the MU Career Center online for additional information or in person for personalized feedback.

POST ASSIGNMENTS

Have students:

- Attend a [LinkedIn Photo Day](#) event hosted by the MU Career Center.
- Seek out an individual consultation with a Career Specialist at the MU Career Center.
- Audit all social media platforms to ensure they portray a professional image, using the Social Media Checklist.
- Complete LinkedIn Checklist if it is not used as an in-class activity.