



# GUIDE FOR LINKEDIN: All profiles on LinkedIn are public. ENABLE NOTIFICATIONS.

## Profile Name (of YOU, the person):

Fill in your answer on LinkedIn.

LinkedIn works better for you as a person right now. You will get more possible work that way. *In the future, if you end up having a profitable photography business (etc.), you can always create a separate LinkedIn file for that company.*

## Profile Image (of YOU, the person):

Insert your image on LinkedIn.

Use a high-quality, professional headshot—preferably 400 by 400 pixels—and make the picture is visible to everyone. Use a picture of yourself (instead of your logo). Remember that this is the first impression people will get from your page. Many people invest in a professional headshot, but you have all the capabilities to make a headshot of that quality!

## Background Image:

Insert your image on LinkedIn.

Choose a high-quality background picture that conveys something meaningful about you, too. The optimal size for your background image should be 1584 by 396 pixels. Remember just a simple color/texture image is fine too.

## INTRO:

### Headline:

Fill in your answer on LinkedIn.

Your headline is positioned right below your name and will default to your current position (boring!). Instead, you have 120 characters to describe yourself using relevant industry keywords that summarize your strongest points to the LinkedIn audience. For example:

"Advertising Sales Rep helping clients create winning branding strategies. Over 300 successful clients."

### Current Position:

Fill in your answer on LinkedIn.

Designer? Illustrator? Photographer? All 3 Designer/Illustrator/Photography? If you are employed somewhere, you can write this here if you'd like, or you can add it later. Remember this is in the INTRO and there will be room for more of your work listings later.

### Education:

**BFA Graphic Design** (with Digital Design emphasis if that's you) | **Arkansas State University**

Show education in Intro

### Country/Region:

**United States**

### Postal Code:

Fill in your answer on LinkedIn.

**This is not (necessarily) about where you live.** You can make this postal code be where you want to work. For example, if you live in Bono but want to be considered as working in Jonesboro, use a Jonesboro zip code. *If you aren't used to big cities, remember that most have many zip codes. Be aware of the code you use!*

**Locations Within this Area:** LinkedIn will provide options.

**Industry:** LinkedIn will provide options.

## ABOUT:

### Summary (Bio):

Fill in your answer on LinkedIn.

See link on project sheet or Google the many articles providing help writing strong bios. These sound a bit like a resumé objective statement that was allowed to be much more verbose - 2,000 character limit kind of verbose. Here is one from a local designer, Whitney Fowler Blackburn:

"Award-winning and experienced marketing professional responsible for directing, developing, and activating strategic branding and marketing campaigns. Established creative leader with a proven track record of successfully translating corporate and agency goals into actionable and results-focused marketing initiatives. Highly skilled in digital marketing, creative leadership, organizational development, content strategy, and brand development. Strong history of applying resourceful and diagnostic thinking to achieve performance goals and profitability gains."

*(Obviously, do NOT copy this, though you can be inspired by it.)*

## FEATURED:

### Posts | Article | Links | Media

If you have any published articles, website, etc. about you, add them here where applicable.

If not, just leave blank for now.

## BACKGROUND:

### Work Experience:

For everything you have listed on your resumé, add all of this information so you can easily transfer it into LinkedIn. Just copy-paste!

- **Title:** Fill in your answer on LinkedIn.
- **Employment Type:** (LinkedIn provides choices)
- **Company:** Fill in your answer on LinkedIn.
- **Location:** (No street address. City, State required. Country optional.) Fill in your answer on LinkedIn.
- **Starting and Ending Dates:** LinkedIn will provide boxes and drop-down menus for answers.
- **Headline:** (Think of this like the Headline on the Intro. Can you spice up your title without giving your full description? Can you explain what you did for what kind of company?) Fill in your answer on LinkedIn.
- **Description:** Just copy-paste from your resumé about this position.
- **SAVE & SHARE WITH NETWORK**

## Education:

Same thing - list what's on your resumé!

Most of you only have this degree, but add any other COLLEGE DEGREES if you've earned them.

- **School:** **Arkansas State University**
- **Degree:** **Bachelor of Fine Arts**
- **Field of Study:** **Graphic Design** | Emphasis in Digital Design *if applicable*
- **Start and End Years:** LinkedIn will provide drop-down menus for answers.
- **Grade:** LEAVE BLANK. If GPA is above 3.5, consider including.
- **Activities and Societies:** Put in what you have for Organizations on your resumé.  
Add information about Honors here too.
- **Description:** Optional
- **SAVE & SHARE WITH NETWORK**

## Licenses & Certifications:

If you've got 'em, list 'em! Otherwise, leave blank.

- **Name:** Fill in your answer on LinkedIn. For example, **Practitioner's Badge in Design Thinking**
- **Issuing Organization:** Fill in your answer on LinkedIn. For example, **IBM**
- **[This credential does not expire? If it does don't mark it.]**
- **Issue Date:** LinkedIn will provide drop-down menus for answers.
- **Credential ID:** Fill in your answer on LinkedIn. For example, **IBM sent a number on that badge issued.**
- **Credential URL:** Fill in your answer on LinkedIn.  
For example, <https://www.ibm.com/design/thinking/page/courses/Practitioner>
- **Description:** Optional
- **SAVE**

## Volunteer Experience:

Same thing - list it if you've got it!

- **Organization:** Fill in your answer on LinkedIn.
- **Role:** Fill in your answer on LinkedIn. You can just write "Volunteer" and explain more in Description if you're unsure.
- **Start and End Month/Year:** LinkedIn will provide drop-down menus for answers.
- **Description:** Optional
- **SAVE**

## SKILLS:

- LinkedIn will provide lots of options! Pick any and all that you have **any** experience. Don't be shy!

## ACCOMPLISHMENTS:

Fill out the following if they are applicable to you:

### Courses:

- Fill in your answer on LinkedIn or leave blank if not applicable.  
If you had Relevant Courses listed on your resumé (or would've if you had room), list them.

**Honors & Awards:**

- Fill in your answer on LinkedIn or leave blank if not applicable.  
If you had them on your resumé, start listing! Addys, juried shows, scholarships, Dean's List, etc.

**Languages:**

- Fill in your answer on LinkedIn or leave blank if not applicable.

**ADDITIONAL INFORMATION:**

Not required for this class, but it is highly recommended to complete later and start getting work via LinkedIn!

**SUPPORTED LANGUAGES:**

Not required for this class, but it is highly recommended for international students to complete later.

# **GUIDE FOR INSTAGRAM:**

Create a **PROFESSIONAL** Account.

This will also mean your **PROFILE IS PUBLIC**.

Also **ENABLE NOTIFICATIONS**.

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## **EDIT PROFILE:**

### **Profile Image:**

Insert your image on Instagram.

This is likely your full logo or just your mark at 320 by 320 pixels. If you decide to be a person representing your company, it should be an image of yourself.

### **Name:**

Replace with your answer on Instagram.

This is likely your company name instead of your personal name. If you believe you will obtain more followers by being a person and not an entity, please explain after you list your answer. Consider your research and how others used their name vs. their username –and whether the person was an individual or a group/company.

### **@Username:**

Fill in your answer on Instagram.

### **Website:**

Fill in your answer on Instagram.

You can add your personal site or your Behance. It's up to you which you prefer to share.

### **Bio:**

Fill in your answer on Instagram.

You have a max of 150 characters: Use them to let people know what you're about and give them a reason to follow you. Include who you are and what you do, and be sure to add a hint of personality. See what other designers wrote from your Form A research.

An example of my bio: "Designer, professor, author; one of those people who is always asking questions and heading off somewhere in search of answers."

### **Personal Information:**

Fill in your answers on Instagram.

*These are required and will not be available to the public.*

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## **PROFESSIONAL ACCOUNT:**

**IF THIS ISN'T AVAILABLE, YOU DON'T HAVE A PROFESSIONAL ACCOUNT! FIX THIS!**

**Category:** Instagram will provide a few options! Your best choice will probably be **Art**.

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**CHANGE PASSWORD:** Use it if you ever need to do this. Obviously.

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**APPS AND WEBSITES:** When we start using Hootsuite, this will show.

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**EMAIL AND SMS:** Choose what you'd like.

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**PUSH NOTIFICATIONS:** Choose what you like, but remember **you MUST BE NOTIFIED however it best works for you in order to be as involved as you should be on your brand's socials!**

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**MANAGE CONTACTS:** Choose what you'd like.

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**PRIVACY AND SECURITY:**

**Account Privacy: DO NOT have a Private Account chosen.**

Everything else is up to you!

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**LOGIN ACTIVITY:** FYI if you ever get hacked.

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**EMAILS FROM INSTAGRAM:** FYI.