

LINKEDIN GUIDE

HEADSHOT

It is more favorable to have a headshot. If you choose to have one then it should be clear, good quality, professional, and up to date.

If you need assistance in finding a reputable photographer, contact us.

TITLE

Ensure that you update it every time you transition within your career. Various examples are listed below.

Pre-pharmacy Student	PharmD Candidate 2021	PGY1/2 Pharmacy Resident at Company
Pharmacy Technician	Doctor of Pharmacy 2021	Pharmacist at Company
Bachelor of Science Candidate 2021	Pharmacy Intern at Company	Pharmacist seeking new opportunities

ABOUT

This is similar to an objective summary found in a traditional resume. It can be written in first or third person. The About section provides an opportunity to showcase your personality in a professional way and speak to your strengths, what opportunities you pursue, and what your unique value is in the pharmacy profession. For students and residents/fellows some key items to include are: who you are, where you attended school, where you are currently, interest areas, long-term career goals within pharmacy, and potentially what preceptors have said about you.

Example from Mary Tremaine, PGY1 Resident at Miami Valley Hospital

I am a recent graduate from Purdue University College of Pharmacy Class of 2020 and current PGY1 Pharmacy Resident at Miami Valley Hospital in Dayton, Ohio. Following the completion of my PGY1 residency, I strive to specialize in my training by obtaining a PGY2 residency in one of my areas of interest. My current areas of interest include infectious diseases, critical care, and internal medicine.

Feedback from my preceptors include compliments on my optimistic atmosphere, eagerness to learn, adaptability, and my ability to accept constructive criticism. I hope to expand upon these natural strengths and continue to impact patient care as I transition from student to pharmacist.

Example from Alexis Caronis, PharmD Candidate 2021

I am a Doctor of Pharmacy candidate at the University of South Carolina seeking opportunities to further explore leadership, research, and the pharmaceutical industry. In all that I do, I aim to experience personal, professional, and leadership development for myself and identify how to share my findings with colleagues.

Throughout my pharmacy school career, I have been involved in the Walker Leadership Scholars program, which aims to accelerate the leadership development of high-capacity student leaders. In addition to Walker Leadership Scholars and other pharmacy organization involvement, I have served on the National Student Engagement Committee and as the Zeta Chapter Vice President for Phi Lambda Sigma (PLS), the pharmacy leadership society, and currently serve on the PLS National Programming Committee.

PUBLIC PROFILE URL

Found in the top right of your screen when viewing your profile, you can customize the link to your page. We recommend incorporating your name in some way versus sticking to LinkedIn's generated URL that may contain numbers, special characters, and not be easy to find or associate with your name.

KENNEDY CAREER ENHANCEMENT SERIES

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FEATURED

You can provide links to blogs you've written, articles about interviews, podcasts on which you've spoken, or classes you've taught during rotations or through organizations. If you've taught something or created a presentation (we recommend as a pdf), it can be included in this section. If you have a pharmacy blog or social media account that you feel comfortable sharing with your professional network, it can be linked here.

BACKGROUND WORK EXPERIENCE

You may include IPPE and APPE rotations as well as pharmacy internships. Some suggest listing all your APPEs, some suggest listing ones that are critical to the roles you are seeking, and some suggest not including IPPEs/APPEs. Various ways to list your IPPE and APPE rotations are listed below. The most important thing is to be consistent in how they are listed. APPE is used in the examples, but IPPE can be used in its place.

- PharmD Candidate - Rotation Name APPE
- Pharmacy Extern - Rotation Name APPE
- Pharmacy Extern - Rotation Name
- Rotation Name APPE

With all the work experiences, you are able to include descriptions. Certain companies you intern for will have a preference of what you put in that description box. We recommend you include what they suggest in that section. For rotations, there is some flexibility to include bullet points about specific things you accomplished in that rotation. The same principle for CV/resumes bullet points applies to LinkedIn; the goal is not to list the job description such as filling prescriptions, but rather your unique contribution to the role. It is appropriate to remove past rotations once you have been practicing for more than 5 years in order to de-clutter this section if needed.

LICENSES AND CERTIFICATIONS

In this section, include any certifications such as pharmacy intern licenses, pharmacist licenses, basic life support certifications, and immunization certifications.

EDUCATION

Include your pre-pharmacy and pharmacy education. The benefit of adding this is the ability to connect with alumni from the places you studied. Pre-pharmacy and Doctor of Pharmacy school years can be combined or separated.

VOLUNTEER EXPERIENCES

Include volunteer experiences that contribute to your career goals or personal brand. Examples of strategic volunteer experiences are listed below. Volunteering longitudinally at a Free Medical Clinic. Volunteering scenarios that allow for public health education and communication opportunities. If interested in geriatrics it would be strategic to include volunteer experiences with that patient population whether it's related to pharmacy or not. If interested in pediatrics it would be strategic to include volunteer experiences with children whether it's related to pharmacy or not. If volunteer experiences are through a pharmacy organization in which you belong it also highlights your involvement in that organization and may lead to connecting with members of that organization from other chapters or with former members. If the volunteer section becomes too large, consider removing older or less relevant volunteer experience related to current career goals.

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SKILLS

When creating your account, LinkedIn will allow you to select the skills that you identify in yourself. As time goes on you and your LinkedIn connections can endorse one another for certain skills. LinkedIn recommends showcasing your top three to five skills on your page. You can either 'pin' certain skills to appear on your page whether they've been endorsed or not, or allow the skills that people endorse you for to appear. We recommend endorsing skills for colleagues as a way to strengthen your network.

ACCOMPLISHMENTS PUBLICATIONS

This is a great place to list any manuscripts or books that you have written or assisted in writing.

PATENTS

This section is not applicable to most pharmacy students and pharmacists, but if you have a patented idea or product, we recommend listing it here as a way to stand out.

COURSES

If you desire, you can include courses here that you have taken. In an effort not to overwhelm this section we don't recommend listing courses applicable to every pharmacy student. However, if there are unique courses you completed outside of the Doctor of Pharmacy curriculum or through your post-graduate employment, they can be listed here. Examples include project management, six sigma, or Microsoft office training.

PROJECTS

This can include but is not limited to, research projects or projects completed during rotations. It is best practice not to repeat experiences if you have already listed them in another section.

HONORS AND AWARDS

Showcase any scholarships, Dean's List, President's List, etc., type honors that are relevant and helpful to creating your personal brand.

TEST SCORES

These appear after completing certain tests for skills on LinkedIn. We do not believe these are necessary to stand out and recommend you do not spend time on them unless they are for skills you already possess.

LANGUAGES

If you can speak other languages, here is the perfect place to highlight that ability. You may also want to highlight this ability in your About section.

ORGANIZATIONS

You can list the organizations to which you belong. If you list 15+ it may be hard to identify which organizations are most aligned with your career goals and brand. We suggest listing the top three to five organizations that are the most important to you.