



### Use a professional headshot

Profiles with photos get up to 14x more views. Choose a clear, well-lit photo with a neutral background.



### Write a headline that shows value

Use keywords + what you're interested in (e.g. Tech Graduate | Data & Cloud Enthusiast).



### Tell your story in the About section

Keep it short, human, and skimmable. Share what you're learning, what excites you, and where you're heading.



### Add projects, volunteering & coursework

You don't need years of experience – real projects count and show initiative.



### Follow companies you admire

This helps you stay informed, engage meaningfully, and show genuine interest when applying.



### Engage - It takes more than posts to stay visible

Liking and commenting on posts still boosts your profile visibility. Make sure your comments are 15 words or more and meaningful!



### Post Regularly

Post about achievements, awards, what inspires you, events you have attended and things you have learned.



### Use tags to your advantage

Tag people or companies you are writing about and keep hashtags to 4 or less.



### Connect with intention

Always add a short message when sending a connection request – even one sentence makes a difference.



### Keep your profile fresh

Update your profile every few months. Small changes keep you appearing in searches.

## 30-Minute LinkedIn Glow-Up Checklist

- Upload a professional headshot
- Update your headline with keywords
- Add 2–3 projects, roles or volunteering experiences
- Write or refresh your About section
- Follow 5 companies you're interested in
- Send 3 thoughtful connection requests
- Connect with the Grad Girls team
- Write a post about your experience at Grad Girls Kick-Off and tag Grad Girls company page

## Copy-Paste Connection Message Starters

### Student / Grad connection

Hi [Name], I'm part of Grad Girls 2026 and would love to connect and follow your journey in STEM.

### Recruiter / Industry professional

Hi [Name], I'm a STEM graduate exploring opportunities in [area] and would love to connect and learn from your work.

### After an event

Hi [Name], great meeting you at the Grad Girls Kick-Off! I'd love to stay in touch.

