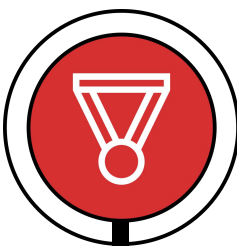




LinkedIn for Athletes



<p>Personal Information <i>Who are you?</i></p>	1	
<p>120 characters – be creative</p> <p>Key words linked to your identity</p> <p>Put a face to the name</p> <p>E.g.: Marketing Exec with BBS & MSc Marketing, UNICEF ambassador, Irish Rowing Olympian transitioning from professional sport</p>		<p>2 Summary/About <i>Describe yourself, your journey and your ambitions</i></p> <p>Explain your current roles as a dual career athlete</p> <p>Using action verbs, describe your skills, abilities and accomplishments</p> <p>Key words regarding your ambitions are essential to increase your visibility</p>
<p>Education</p>	3	
<p>Link your education institutes</p> <p>List your modules and research projects</p> <p>List technical skills gained and experience using specialist equipment if applicable</p> <p>Display results</p>		<p>4 Experience</p> <p>Link your current employer and previous employer</p> <p>Bullet point your duties using strong action verbs and show results</p> <p>A Professional Athlete: performs, commits, communicates, succeeds, sets goals, represents, plans, motivates, prioritizes, delegates, examines, directs, etc.</p>
<p>Accomplishments</p>	5	
<p>State and explain academic accomplishments (e.g. awards, acknowledgements of grades)</p> <p>State and explain sporting accomplishments individual and team</p> <p>Include the year and media (e.g. photo, video, youtube clips)</p>		<p>6 Skills <i>Essential to show your transversal skills</i></p> <p>Take the LinkedIn skills assessment to help identify your skill</p> <p>List your key skills as a dual career athlete</p> <p>Endorsements – request colleagues, employers, coaches etc to acknowledge your skills</p>
<p>Language</p>		

Use strong action verbs throughout
Less formal than your CV, use personal pronouns
Display your skills throughout

