PROFESSIONAL USE OF LINKEDIN
FOR THE PHARMACY STUDENT

By the ASHP PSF Community and eCommunications Advisory Group

Choose a professional photo
Adding a photo makes your profile seven times more likely to be used. Make a good first impression!

Brand your professional headline
You have 110 characters to encourage others to view the rest of your profile and find out more about you.

Be active on your profile
Show your pharmacy interests by the links you share and comment on. Avoid any controversial topics.

Embrace endorsements
Manage your endorsements and give them to others. This will encourage others to endorse you.

Join relevant LinkedIn Groups
This will allow you to build connections and communicate with those in your field.

Use ASHP Connect to access more information at:
https://connect.ashp.org/viewdocument/social-networking-in-the-professional-world-a-link-to-linkedin