



LINKEDIN ROADMAP

A practical guide for PREMIUM
applicants, students & alumni

Same brighter you

START HERE

Your LinkedIn roadmap

A good LinkedIn profile does not need to turn you into a “personal brand”. It should make it easy for someone to understand **what you study, what you can do, what you have already worked on and where you might be heading next**

HOW TO USE THIS GUIDE

Start at Step 1, do the small action at the end of each step, then move on. If your profile is already partly complete, jump ahead and come back later.

1

SET THE BASICS

Photo, cover image, URL and privacy

2

MAKE THE FIRST LOOK COUNT

Headline, current position and education

3

TELL YOUR STORY

A short About section that sounds like you

4

SHOW WHAT YOU HAVE DONE

Experience, education and outcomes

5

PUT PREMIUM ON LINKEDIN

Turn your client project into professional experience

6

SHOW PROOF

Skills, Featured, projects and recommendations

7

TURN IT INTO OPPORTUNITIES

Network, Open to Work, AI job search and Job Tracker

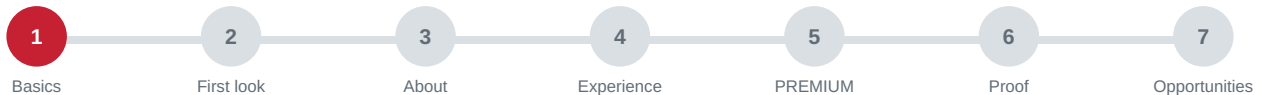
PREMIUM RULE OF THUMB

Clear beats clever. Specific beats impressive-sounding. Evidence beats adjectives.



STEP 1 OF 7

Set the basics



Before you write anything about yourself, make the top of your profile look recognisable and intentional. You can finish this step in about **10 minutes**.

1. PROFILE PHOTO

Use a recent photo where people can recognise you. A good phone photo is fine if it is sharp, well lit and actually looks like you. Professional does not mean “corporate”.

2. COVER IMAGE

Optional, but useful. Pick something connected to your field, Maastricht, a project theme or your professional interests. Avoid tiny text and random motivational quotes.

3. PUBLIC URL

Clean up the default URL so it is easy to share on your CV or email signature. Aim for a simple variation of your name.

4. PRIVACY

If you are doing a big profile overhaul, check whether LinkedIn should notify your network about profile changes before you start editing.

A CLEAN URL (Keep in mind, it may not always work. There are so many people who may have the same name as you)

[linkedin.com/in/firstname-lastname](https://www.linkedin.com/in/firstname-lastname)

OPTIONAL

LinkedIn also offers profile verification for eligible users. Treat verification as optional, not as something you need in order to have a strong profile.

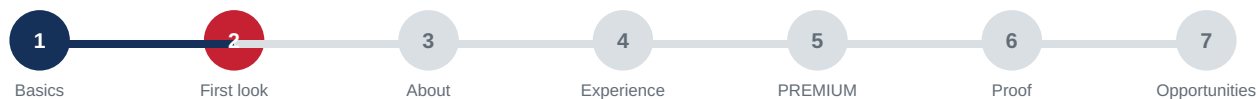
DO THIS NOW

- ☐ Use a recent, recognisable profile photo.
- ☐ Choose or remove your cover image.
- ☐ Clean up your public profile URL.
- ☐ Check visibility and profile-update notifications.



STEP 2 OF 7

Make the first look count



The top of your profile should answer three questions quickly: **What are you doing now? What are you interested in? Where are you heading?**

Your headline

Your headline is the short line directly under your name. It does not need to be clever. It needs to be useful.

SIMPLE FORMULA

[Current role or study] | [field / specialisation] | [interest, skill or direction] | [PREMIUM, if useful]

EXAMPLES

MSc International Business | Strategy & sustainability | PREMIUM participant

MSc Psychology | Behavioural change & mental health | Research-minded

Master's student in Data Science | Python, analytics & responsible AI | PREMIUM

SKIP THE BUZZWORD STACK

"Ambitious | motivated | team player | leader | innovator" says very little without evidence. Use the rest of your profile to prove the skills instead.

Current position & education

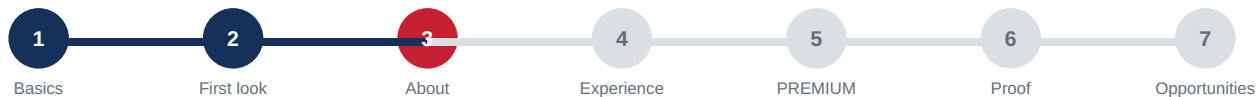
Make sure your current master's programme and Maastricht University are listed correctly. Keep education useful rather than exhaustive: add a specialisation, thesis topic, exchange, honours programme or relevant project only when it helps someone understand your profile.

- ☐ My headline says more than just "Master's student".
- ☐ My field or direction is clear within a few seconds.
- ☐ My current study and position are accurate.



STEP 3 OF 7

Tell your story



LinkedIn's **About** section is where you can express your motivation, skills and direction. For most students, one or two short paragraphs are enough.

1

WHERE YOU ARE NOW

Your master's, field and what interests you.

2

EVIDENCE

A project, job, internship, research or volunteering experience.

3

DIRECTION

What roles, sectors or questions do you want to explore?

4

KEEP IT HUMAN

One detail that genuinely helps people understand you. Optional.

ABOUT TEMPLATE

I'm currently completing my MSc in **[programme]** at Maastricht University, with a particular interest in **[area]**. I enjoy work where I can combine **[skill]** with **[skill]**, especially when the problem is not neatly defined from the start.

Alongside my studies, I'm participating in PREMIUM, where I work in an interdisciplinary team on a real-world project for an external client. The experience is helping me strengthen **[skill]** and **[skill]** while learning how to translate academic knowledge into something useful for a client.

I'm particularly interested in opportunities related to **[field / role / theme]**.

SHOW, DO NOT TELL

Instead of "I am a strong communicator", give the reader something concrete: "I facilitated client meetings and translated research findings into a recommendation for a non-specialist audience."

- ☐ Keep it short enough to scan.
- ☐ Replace vague adjectives with examples.
- ☐ Read it aloud. If it sounds like a stranger, edit it.



STEP 4 OF 7

Show what you have done



Experience and education are where your profile becomes credible. Make the reader's job easy: **context** → **contribution** → **outcome**.

Experience

- **Context:** What was the organisation, project or challenge?
- **Contribution:** What did **you** personally do?
- **Outcome:** What changed, improved, was delivered or learned?
- **Evidence:** Add a result, number or deliverable when it genuinely adds meaning.

WEAK

Responsible for meetings, research and presentations.

STRONGER

Conducted desk research and stakeholder interviews, synthesised findings into three decision options, and co-presented the final recommendation to the client.

Education

Your degree title and institution are the basics. Add a specialisation, thesis, exchange, relevant project, society role or distinction only when it strengthens the story. You do not need to list every course you have taken.

USEFUL FEATURE

LinkedIn lets you add skills or media to an Education entry. More broadly, the useful principle is to connect skills with the experiences that actually demonstrate them.

GRADES?

Optional. Include a grade or GPA if it genuinely strengthens your profile and is understandable to your target audience. Your LinkedIn profile is not your academic transcript.

- ☐ Each Experience entry shows my contribution.
- ☐ I use outcomes or evidence where they add meaning.
- ☐ My Education section is useful rather than exhaustive.



STEP 5 OF 7

Put PREMIUM on LinkedIn



PREMIUM becomes valuable on LinkedIn when it shows **what you actually did**, not when it becomes a long description of the programme.

PREMIUM IN ONE SENTENCE

PREMIUM is Maastricht University's extracurricular excellence programme for motivated master's students. Students work in interdisciplinary teams on a real client challenge, supported by a Project Mentor, Coach and professional-development workshops.

Then make it yours

CHALLENGE

What was the client trying to understand, improve or create?

YOUR ROLE

What did you personally contribute?

APPROACH

What methods, tools or ways of working did you use?

OUTCOME

What did the team deliver? Describe confidential work at a safe level.

PREMIUM EXPERIENCE TEMPLATE

PREMIUM Excellence Programme | Maastricht University

[Month Year – Month Year]

Worked in an interdisciplinary team on a client project focused on **[high-level challenge]**. My contribution centred on **[your role / expertise]**, including **[2–3 concrete activities]**.

Together, the team delivered **[high-level deliverable or outcome]**. The project strengthened my experience in **[skill]** **[skill]** and working with an external client.

CONFIDENTIALITY IS NON-NEGOTIABLE

Do not publish client-confidential information, internal data, sensitive findings or material covered by an NDA. If you are unsure, describe the work more generally and check first.



STEP 6 OF 7

Show proof



A strong profile does not just claim skills. It gives people somewhere to **see the evidence**.

SKILLS

LinkedIn currently allows up to **100 skills** and lets you reorder them. Do not add 100 just because you can. Put the skills most relevant to the work you want next near the top.

Data analysis

Project management

Stakeholder interviews

Python

Facilitation

Client communication

FEATURED

Think of Featured as a **small portfolio**. You can curate posts, articles, external links, images and documents you are proud of.

Use it for: a public report, portfolio, article, presentation, project page or strong LinkedIn post.

If you have nothing worth featuring, leave it empty.

Other sections worth using when relevant

Projects • Licences & Certifications • Courses • Recommendations • Volunteer Experience • Publications • Honours & Awards • Languages

Recommendations

A specific recommendation is more useful than generic praise. Ask someone who actually worked with you: a client, mentor, coach, supervisor or teammate can all be relevant.

A GOOD REQUEST

Hi [Name], I really enjoyed working with you during [project/context]. I'm updating my LinkedIn profile and wondered whether you would feel comfortable writing a short recommendation. If helpful, it would be great if you could mention [specific contribution or strength]. No pressure at all, and thank you either way.



STEP 7 OF 7

Turn it into opportunities



Your profile is the foundation. The next step is using LinkedIn to stay connected and find opportunities.

BUILD YOUR NETWORK

Start with people already around you:

- PREMIUM teammates
- Project Mentor and Coach
- Client and relevant contacts
- Workshop trainers and event contacts
- Classmates, supervisors and colleagues

OPEN TO WORK

If you are job hunting, LinkedIn lets you choose who can see that you are open to work: **all LinkedIn members or Recruiters only**. LinkedIn takes steps to hide recruiters-only visibility from your current employer, but does not guarantee complete privacy.

AI-powered job search

LinkedIn's current job search lets you describe the role you want in natural language instead of relying only on exact keywords and filters. LinkedIn states that this AI-powered search is available worldwide and that classic job search is being gradually retired from September 2026.

TRY A SEARCH LIKE

"Entry-level public health roles in the Netherlands where I can use research and stakeholder-management skills."

Job Tracker

LinkedIn's Job Tracker lets you organise roles through **Saved** → **In Progress** → **Applied** → **Interview** → **Archive**, add notes and view relevant network connections.

USE AI AS AN EDITOR, NOT A PERSONALITY TRANSPLANT

LinkedIn offers AI-powered profile-writing help to some Premium users. Whether you use LinkedIn's AI or another tool, never invent achievements, responsibilities, numbers or skills. Keep the final text specific and recognisably yours.

- ☐ Can someone understand what I study and what I am interested in within 10 seconds?
- ☐ Does my About section sound like me?
- ☐ Do my Experience entries show contribution and outcomes?
- ☐ Have I added PREMIUM in a way that explains my own work?
- ☐ Are my strongest skills easy to find?
- ☐ Have I removed confidential or sensitive information?



FINISH

Keep it current

Done is better than perfect. Update it when your experience changes.

LinkedIn changes its interface and features regularly. This guide focuses on principles that should remain useful even when buttons move.

THE RULE TO REMEMBER

Make your profile clear, credible and evidence-based. Do not optimise it for an imaginary algorithm at the expense of sounding like a real person.

YOU'RE DONE.

Your profile can now grow with you.

Questions about PREMIUM? premium@maastrichtuniversity.nl

