Creating an Effective Personal Profile in FutureLink
Students and Alumni

LOG-IN
Go to http://futurelink.osu.edu and click on “FutureLink Student Log in”
• Forget your password? You’ll need to contact http://8help.osu.edu
• Upon first log-in, complete the required fields in the Personal, Academic, and Privacy Sections of My Account

PERSONAL PROFILE – Personal Profile Tab

Choose an Appropriate Profile Photo
• Choose a picture in which you are wearing work appropriate clothing
• If you choose not to upload a photo, the system will show a dark circle with your initials

Upload a Cover Image (optional)
• Darker images contrast best with FutureLink’s white background
• Optimal size is 1024 x 280, but images can be cropped to fit
• Suggested image options include pictures of campus, city landmarks, or a favorite outdoors location. Ohio State offers a number of Facebook cover images that work well: http://ucom.osu.edu/photo-gallery/?galAlbum=25

Personal Statement
• This is a short paragraph, comprised of about 500 characters, focused on your personal brand, accomplishments, and ambitions, that gives an employer a feel for what you consider to be most important about yourself in relation to a position you are seeking
• A combination of the “tell me about yourself” question asked during an interview and an elevator speech
• Do not repeat your resume, highlight it instead
• Use the first person (i.e. the pronoun, “I”) - it builds an emotional connection with the reader
• Promote your qualities, such as leadership, passion for collaboration, creativity, and career goals, to display how you can fulfill the needs of a prospective company
• For example personal statements see the Career Services website’s People section; each staff member’s bio includes an example Personal Profile.

Education
• Information in this section is pre-populated from data in the My Account section
• You may add educational experiences or programs including study abroad, continuing education, or prior undergraduate coursework taken at another institution
• Displaying your GPA is optional – if over a 3.0, it is recommended that you choose to show it

Experience
• This can include work, internship, volunteer, leadership, research and service learning experiences
• Start each entry with a couple sentences that provide an overview of what the job entailed.
• Use action verbs and avoid passive voice
  o e.g. the boy walked the dog vs. the dog was walked by the boy
• Keep the entry clear, concise, and in a consistent tense. Use the present tense when describing a present position and past tense when describing a past experience
• Always lead with your accomplishment. For more information about effective experience writing, refer to the Identifying Accomplishments tip sheet found on the Arts and Sciences Career Services website

Projects
• The section serves as a way for you to provide tangible proof of your value in the workplace or classroom
• Include descriptions of projects that are relevant to the position you are seeking and that you have completed during an internship experience, a class, or while on a previous job
• Good examples of projects to describe include a paper from a writing class or a lab report you completed for a science course

Skills
• Search for common skills in the database provided or add your own, if the skill does not already exist
• Choose skills acquired from your education, work, or project experience

Contact Information (sidebar)
• Your school email is already populated. You may optionally choose to include a permanent email, and links to your Facebook page, LinkedIn profile, and personal website (if you have one)
• Your social media presence is a reflection of you! Be sure that your feeds are free of any potentially incriminating material before including them here

Publish Your Profile for Employers (optional)
• Changing the Publish toggle button to on creates a unique URL that you may send to employers to share your profile
• Your profile and its associated information is only viewable in this way; it is not shared with employers at any other time

Tips
• Make sure your profile is complete (80%-100% completion score from FutureLink) before publishing it for employers. Fill out all sections: personal statement, work experience, projects, skills, personal website (if applicable). Also upload your resume
• Note that you may only include 500 characters worth of information in each section
• Check for spelling, punctuation, and grammatical errors.
• Stop by the Arts and Sciences Career Services Office to have your profile reviewed! An advisor will provide feedback about the effectiveness of your profile and offer suggestions for improvement
• Review walk-in hours are posted on the office website

CONTACT INFORMATION
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