UNC School of Media and Journalism
LinkedIn Style Guide

Use this guide to connect effectively with the school's LinkedIn network to strengthen its community, consolidate its school-specific network and facilitate communication among alumni and students.

NOTE: Students and alumni may choose to ALSO connect their education section to the University of North Carolina at Chapel Hill to broaden their network and add second majors, minors or other distinctions. Though encouraged, this does not improve or affect LinkedIn analytics or rankings for the MJ-school. Adding a section specifically for the MJ-school is the only way to identify as an alumnus or alumna for searching, filtering and ranking purposes.

1. Go to www.LinkedIn.com
2. Under Profile, click Edit profile
3. Scroll to the bottom of your profile to the section labeled Education
4. Click +Add Education
5. School: UNC School of Media and Journalism
6. Add dates attended or expected graduation year
7. Degree:
   • Bachelor of Arts (B.A.)
   • Master of Arts (M.A.)
   • Doctor of Philosophy (Ph.D.)
   • Certificate in Technology and Communication
8. Field of study:
   • Media and Journalism (for class of 2016 B.A. graduates and on)
   • Journalism and Mass Communication (for class of 2015 B.A. graduates and prior)
   • Business Journalism (B.A. graduates)
   • Mass Communication (M.A. graduates)
   • Technology and Communication (M.A. graduates)
   • Mass Communication (Ph.D. graduates)
   • Certificate in Technology and Communication
9. Under Description:
   • B.A. — If you have a B.A. in Media and Journalism or Journalism and Mass Communication, add your specialization (Advertising, Broadcast and Electronic Journalism, Editing and Graphic Design, Multimedia, Photojournalism, Public Relations, Reporting or Strategic Communication)
   • M.A. — If you have an M.A. in Mass Communication, add your track (Professional, Mass Communication Research, Interdisciplinary Health Communication or M.A./J.D. Dual Degree)
10. Congratulations! You are now connected to the UNC School of Media and Journalism.