UNC School of Media and Journalism
LinkedIn Style Guide

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 OR Edit your current education entry
5. School: UNC School of Media and Journalism
6. Add dates attended or expected graduation year
7. Degree:
   - Bachelor of Arts (B.A.) in Media and Journalism
   - Bachelor of Arts (B.A.) in Business Journalism
   - Master of Arts (M.A.) in Mass Communication
   - Master of Arts (M.A.) in Technology and Communication
   - Doctor of Philosophy (Ph.D.) in Mass Communication
   - Certificate in Technology and Communication
8. Field of study:
   - B.A. — If you have a B.A. in Media and Journalism, 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)
9. Congratulations! You are now connected to the UNC School of Media and Journalism University Page. This update will enhance student and alumni connectivity as well as improve LinkedIn analytics.

Examples:

- **UNC School of Media and Journalism**
  - Bachelor of Arts (B.A.) in Media and Journalism, Public Relations
  - 1989 – 1994

- **UNC School of Media and Journalism**
  - Certificate in Technology and Communication
  - 2011 – 2012