

Updating Your LinkedIn Profile to Grow Your Alumni Network!

One of the lasting benefits of graduate school is the alumni network. Updating your “Education” section on LinkedIn to fully reflect your Master of Communication degree from UW allows users to connect easily, and helps the official Communication Leadership page to reflect our 1000+ alumni members.

Listing both the University of Washington and the Communication Leadership program on your profile page allows for the greatest visibility and potential for connection. (And don’t forget to join the [Comm Lead Professional LinkedIn group!](#))

Below is a step-by-step guide to help you create or update your University of Washington and Communication Leadership credentials accurately. Let’s start with how to list the UW:

1. University of Washington

Step 1: Log in to your LinkedIn account and go to your profile.

Step 2: Scroll down to the “Education” section and click on the “+” icon to add a new education entry.

Step 3: In the “School” field, type and select “University of Washington.”

Add education ✕

Notify network
Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#). Off

* Indicates required

School*

Degree

Step 4: Fill in the rest of the details:

- **Degree:** Master of Communication (MC) *Digital Media / Communities & Networks / Communication Leadership*
- **Start Date and End Date:** [Optional]
- **Activities and Societies:** [Optional]

Please note: *When it comes to grades, it is not common that a GPA is listed for a graduate degree, which is typically reserved for undergraduate degrees. In addition, the honors such as “summa cum laude” are exclusively reserved for undergraduate degrees and should never be associated with a graduate degree listing on LinkedIn.*

Step 5: In the “Description” field, you can add more details about your program and notable achievements. (For instance, you can link to the Comm Lead website, or list the kinds of coursework you completed.)

Step 6: Click “Save.”

Now let’s focus on adding the Communication Leadership graduate program to complement your UW listing. By adding this additional entry, it helps with searchability on LinkedIn and elevates the Comm Lead profile.

2. Adding the Communication Leadership graduate program

Step 1: Log in to your LinkedIn account and go to your profile.

Step 2: Scroll down to the “Education” section and click on the “+” icon to add a new education entry.

Step 3: In the “School” field, type and select “Communication Leadership,” then choose “Communication Leadership at the University of Washington.”

Add education



Notify network

Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#).

Off

* Indicates required

School*

 Communication Leadership at the University of Washington
School • United States
Ex: Bachelor's

Field of study

Start date

End date (or expected)

Save

Step 4: Fill in the rest of the details:

- **Degree:** Master of Communication (MC) *Digital Media / Communities & Networks / Communication Leadership*
- **Field of Study:** [\[Official Comm Lead Curricular Specializations*\]](#)
- **Start Date and End Date:** [Optional: Your Attendance Dates]
- **Activities and Societies:** [Optional]

* Please also note that these specializations were introduced in the last 6 years, so if you do not have a particular specialization from your time in the program, no need to utilize these categories.

Step 5: In the “Description” field, you can add more details about your program and notable achievements.

Step 6: Click “Save.”

Model:

Education



Communication Leadership at the University of Washington

Master of Communication (MC) Communities and Networks

Sep 2019 - Jun 2022



University of Washington

Master's of Communication (MC) Communities & Networks

Sep 2019 - Jun 2022

📌 Marketing Strategy, Team Management and +3 skills

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