Career and Leadership Services Guide to Networking & LinkedIn

Contents:

Building a Great Profile

LinkedIn Profile Checklist

How to Network on LinkedIn

Additional Resources:

- [Exploring the Alumni Tool](#)
- [Using LinkedIn to Find a Job or Internship](#)
- [LinkedIn Blog](#)’s has amazing and helpful articles. Look under topics (LinkedIn for Students; Job Seeker; LinkedIn Tips)
  - 2 of our favorites: [The best way to network with alumni on LinkedIn](#) and [What should I do with my life? Three steps to an answer using LinkedIn](#).
# Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

## 1. Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

## 2. Pick an appropriate photo.

LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

## 3. Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

## 4. Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

## 5. Fill “Skills & Expertise” with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.
Update your status regularly.
Posting updates helps you stay on your network’s radar and build your professional image. Mention your projects, professional books or articles, or events you’re attending. Many recruiters read your feed!

Collect diverse recommendations.
The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

Show your connectedness.
Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

Claim your unique LinkedIn URL.
To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).

Share your work.
You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

Get a Great Profile.
Get going at www.linkedin.com
LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

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EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you’re best at.

HONORS & AWARDS: If you earned a prize in or out of school, don’t be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you’re most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Want more LinkedIn tips for students? Check out students.linkedin.com
How to Network on LinkedIn

Get connected and get your career going.

1. **100% complete = 40x more opportunities.**
   Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. **You’re more experienced than you think.**
   Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.

3. **Use your inbox.**
   Networking doesn’t mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.

4. **Get personal.**
   As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.

5. **Join the “In” crowd.**
   LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.
Lend a (virtual) hand.
As you build connections, think about how you can support others. Comment on a classmate’s status update or forward a job listing to a friend – your generosity will be returned!

Request informational interviews.
As a student, don’t ask professional contacts for a job. Instead, ask for a brief phone conversation to seek their job search advice. Alumni, family friends, and industry leaders are often willing to do so.

Update your status early and often.
Networking isn’t just about who you know; it’s about who knows you. Stay on your network’s radar by updating your LinkedIn status regularly – what you’re reading, working on, and more.

Do your homework.
Before an informational interview, a formal interview, or a networking event, use LinkedIn’s Advanced Search and Company Pages to learn about the background and interests of the people you’re meeting.

Step away from the computer!
Support your online networking with a real human touch. Set up calls, attend live events, and send snail mail notes to people you interact with on LinkedIn.

Network on LinkedIn.
Get going at www.linkedin.com

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