



## Develop Professionally: LinkedIn

LinkedIn is a social networking website that helps you create a professional online presence. LinkedIn allows you to connect with organizations, recruiters, hiring managers, and professionals and is a powerful tool for career exploration.

### Learn About Career Options

- Explore different job titles and responsibilities and note what interests you
- Make connections and ask for informational interviews
- Use "LinkedIn Today" for articles related to your field and interests

Avoid distracting backgrounds

Ensure an industry-appropriate photo

### Connect

- Start connecting with people you already know
- Use the "People you might know" tool to find new connections
- Personalize "Invitations to Connect"
- Add contacts you have met at events
- Join groups and add contacts that bring value to you professionally

Professional Headshot

### Develop Professionally

- Contribute to group discussions by providing feedback/commentary
- Build a positive rapport and share relevant content with connections
- Search industry-related organizations and use "Insight" for more information

Avoid random objects and group photos

Avoid the "selfie" and poorly lit/grainy photos

### Prepare for Your Next Steps

- Utilizing the "Career" feature to find job and internship opportunities
- Asking connections for advice and suggestions for opportunities
- Following organizations and receiving a notification when new opportunities are posted



## BRANDING ON LINKEDIN

When creating a LinkedIn, personalize your profile to highlight your skills, knowledge, and personal attributes.

- Customize your URL and ensure easy sharing (e.g. utilize your actual name)
- Complete your profile 100% and include a professional photo
- Personalize your headline instead of using default titles
- Use industry appropriate keywords and phrases in your summary and include the type of positions that you are seeking
- Include involvement, volunteer experiences, and internships and elaborate on your qualifications
- Use the profile sections designed just for students, such as Courses, Projects, Languages, Certifications, and Organizations
- Be a content contributor by finding insightful articles and create industry related content to share with your network (ex. use the LinkedIn Publishing Platform or link your SlideShare account)
- Use the trending content tool and share own your ideas about trends in groups
- Expand your reach by including your LinkedIn on your resume or other professional sites

## BUILDING CONNECTIONS

Groups	Recommendations	Networking
<ul style="list-style-type: none"><li>- Start with large professional associations</li><li>- Find people in your dream job and see what groups they are in</li><li>- Don't just "join" groups; join conversations</li><li>- Customize settings</li></ul>	<ul style="list-style-type: none"><li>- Choose recommenders that are willing to provide a positive recommendation of your qualifications</li><li>- Recommenders may provide endorsements</li><li>- Ask supervisors, professors, or advisors</li></ul>	<ul style="list-style-type: none"><li>- Connect with professionals through career fairs, conferences, and organizations</li><li>- Communicate your skills and professional goals</li><li>- Ask questions and request business cards to also connect on LinkedIn</li></ul>

## NEXT STEPS

- Reflect on your competencies, goals, and accomplishments (reference your resume)
- Write a list of the individuals you already know (peers, family, extended family, co-workers, members of affiliate groups)
- Create a LinkedIn account if you don't already have one. Customize your profile by including a summary, utilizing tags, and sharing articles that interest you
- Link social sites you are active on and that are+ industry appropriate (Twitter, Buffer, Sprout Social)
- Request a connection with someone you already know and create personalized invitations to connect with individuals you met at networking fairs, conferences, organizations, or in groups