



## How to Build a Professional Student LinkedIn Account

Think of your LinkedIn profile as an interactive business card. It is a summary of your professional experience, interests, and capabilities that is designed to attract the attention of people who are searching for you online....recruiters, networking contacts, and grad school admissions officers.

### **1. Craft an informative profile headline**

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Recent honors graduate seeking marketing position in consumer packaged goods industry”.

### **2. Display an appropriate photo**

Remember that LinkedIn is not Facebook. If you choose to post a photo (we suggest that you do), select a professional, high-quality headshot of you alone.

### **3. Show off your education**

Be sure to include information about all institutions you attended. Include your major. Study abroad and summer institutions are also important to include. Don’t be shy! If you have a strong GPA and/or honors/awards note them.

### **4. Develop a professional summary statement**

Your summary statement should resemble the first few paragraphs of your best written cover letter. Be concise and confident about your qualifications and goals. Present your summary statement in short blocks of text for easy reading....Bullet points can be used as well.

### **5. Fill your “Skills & Expertise” section**

“Skills & Expertise” is an excellent place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. Refer to job descriptions and LinkedIn profiles of people who hold the position you want for ideas of key words to use.

### **6. Be sure to update your status**

A great way to stay on other people’s radar screen and enhance your professional image is to update your status. Tell people about career related events you are attending, major projects you have completed, professional books you are reading, or any other news that you would tell someone at a networking event.

### **7. Join LinkedIn groups**

Joining groups is a smart way to strengthen the professionalism of your profile and show your desire to connect with people who have common interests. Most students start with their University LinkedIn groups.

### **8. Collect diverse recommendations**

Third-party endorsements help build credibility. Try to have a recommendation for each position you have posted on LinkedIn. Ask professors, internship coordinators, employers and professional mentors.

### **9. Claim your unique LinkedIn URL**

To increase professional results that appear when people type your name into a search engine, set your LinkedIn profile to public and claim a unique URL for your profile.

### **10. Ask for feedback about your profile**

Meet with a career counselor to look at your profile to get feedback on its appropriateness and professionalism. Additionally, remember to visit [grad.linkedin.com](http://grad.linkedin.com) for more information on setting up a LinkedIn account.

**Check Out the Back Page for Tips and Tricks!**



## Tips & Tricks for Using LinkedIn

### 1. Company Search (Under Advanced Search)

- Gives an overview of the company
- Shows career opportunities
- Employee insights tab
  - \*Who your connections are at the company
  - \*People who recently left the company
  - \*Most common skills employees have
  - \* Where people worked before and after (on the right hand side)

*Remember under “overview” scroll to bottom, and you will see a list of your contacts who work at that specific company and what groups they are a part of. Once you click on “see all connections” at bottom, you can search on the left hand side for specific people (i.e. by college, location)*

### 2. Searching By Skills & Expertise:

*Click “more” tab upper right/Click “skills & expertise”/Type in skill in “search” function*

- Gives overview of industry
- Gives related skills(on left)
- Gives related companies on right side
- Gives a list of people who have put the searched skill or expertise on their profile
- Gives location of people with these skills
- Gives professional associations people with those skill, are participating in

### 3. Tags (Use to categorize connections- you can add up to 200 tags. LinkedIn automatically categorizes companies, locations, industries for you. Think of contacts as online rolodex)

Add Tag

*Contacts/Connections/Left side under all connections press “manage”/Text box type new tag/Press “add new tag”/Press “finish” at bottom*

Delete Tag

*Contacts/Connections/Left side under all connections press “manage”/click on “x” next to tag name, will ask you if you are sure you want to delete...accept/press “finish” below*

Add Contact to Tag

*Contacts/Connections/Check box next to contact you want to add/Once complete go to 3<sup>rd</sup> column on the right and press “edit tags”/choose tag and press save*

Delete Contact from Tag

*Contacts/Connections/Check box next to contact you want to remove/Once complete go to 3<sup>rd</sup> column on the right and press “edit tags”/unclick tag and press save*

### 4. Notes: All contacts have a notes section on their profile page right hand side. Use this to record information about that person, such as how you met, where you met, interesting conversations, and birthdates. This information is NOT viewable to your contact

Add Notes

*Contacts/Connections(choose contact)/Right hand side choose “edit details”/Click on “contact notes” on open pane/add notes then save*

### 5. Add New Sections:

*Profile/Edit Profile/Add Sections (under URL edit function)/Choose appropriate section (left side)/Add to profile (right side)/once you have inserted appropriate information press save*