



## Common mistakes to avoid

- ✔ **Not using a professional picture** or putting up the wrong picture. Not having a photo can be detrimental to the success of your LinkedIn profile--you're seven times more likely to have your profile viewed if you have a photo. Additionally, posting a non-professional photo diminishes the credibility of your profile to employers at first glance, which can harm your whole profile.
- ✔ **Using the default connection request.** Do some research on the person you're trying to connect with to tailor and personalize your connection request. The recipient is much more likely to consider the connection and reciprocate interest.
- ✔ **Skipping the summary.** Your summary is a way of using your voice and personality to sell yourself. Since so many people with similar qualifications are competing for the same jobs, a strong summary can give you an edge with a prospective employer.
- ✔ **Eliminating past jobs** or volunteer work. Unlike a resume in which you target a single page toward a specific position, list your entire substantive work history on your LinkedIn profile. You don't know the exact criteria that people are looking for, so you want your profile to be as robust as possible.

**Fill out your profile completely.**  
 People with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

## What is LinkedIn?

- LinkedIn is the world's largest professional network with millions of members across virtually every career field and industry.
- In a world in which social interactions are becoming increasingly digital, it's critical to have a professional social media presence (no, your Facebook doesn't count).
- Think of it as a "professional Facebook". Establishing a profile listing all of your qualifications (e.g., education and experience) and cultivate a network of people (which LinkedIn calls "Connections") can help you explore and achieve your career goals.

## Network effectively on LinkedIn

- Connect with and expand your network. Request to connect with colleagues, mentors, professors, family, and friends. In addition, identify "superconnectors" (people with 500+ connections) to gain access to their network.
- Get personal. When connecting with others, add a friendly note and, if necessary, a reminder of where and how you met, or what organization or interests you have in common.
- Provide the support you expect to receive. As you build connections, think how you can help others. (i.e. forwarding job listings to a friend or an article to a mentor).
- Request informational interviews. If you are granted an interview, be sure to do research on the backgrounds and interests of the person you're meeting.

## Finding a job or internship

- **Include all relevant experience** and keywords to describe them. This means all your internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills.
- Build your network and ask them for help. 70-80% of jobs are not posted on job sites and can only be accessed through networking (NACE), so send customized emails to connect with professionals one-on-one.
- **Look into company pages and follow them.** Visit them to learn about organizations you want to work for and anyone who works or has worked there.
- **Use the job search function.** Find current organizations' opportunities of interest and explore the list of similar jobs at other companies on the side bar. Also shows a list of people that connect you to the position you are viewing. Check out the Student Jobs Portal ([linkedin.com/studentjobs](https://www.linkedin.com/studentjobs)) to find entry-level job and internship postings.

- Establish your professional profile and control one of the top search results for your name
- Build and maintain a broader network of professionals you can trust
- Find and reconnect with colleagues, classmates and alums
- Learn more about companies and organizations where you'd like to work
- Tap into the knowledge of your network
- Discover a variety of new opportunities

## University pages and alumni tool

Many universities have a University Page on LinkedIn that simplifies searching universities in the search bar. Each offer the Alumni Tool, which aggregates information from and displays profiles of everyone on LinkedIn that attended or is currently attending a given university. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni. It's useful for:

- **Planning your academic path.** Check out the "What they studied" and "What they're skilled at" sections to learn about the academic paths (and outcomes) of alumni with various majors, minors, skills, and certifications that helped them in the working world.
- **Starting your job hunt.** Find alumni who work at the specific organizations you'd like to work for. Many alumni want to help current students, so reach out to them for an insider's perspective.
- **Choosing a graduate school and/or program.** See which schools place graduates in the types of jobs you want by searching for a school you're interested in, select a relevant field of study, and then view top employers for graduates and graduates' paths from school to their current positions.

## Next steps...

- **More Guides from the Career Center:**  
Networking Guide  
Informational Interviewing Guide

## Steps for a strong student profile

- 1 As a university student, you have much to offer prospective employers. Be sure that your LinkedIn profile aptly displays your unique skills and qualifications to increase your competitiveness in the job market!
- 2 Write an informative profile headline. Your headline is a concise, memorable professional slogan that describes who you are and what you're looking for in a short phrase. Upload a professional photo. This photo must be high quality, portraying you alone in professional attire, and a simple, non-distracting background.
- 3 List your education. List all academic information beyond high school, including your university, degree pursued, major(s)/minor(s), GPA, courses, honors, awards, and study abroad or summer programs.
- 4 Write a professional summary. Your summary should be unique, concise, and confident in describing your qualifications, goals, and professional interests.
- 5 Use strategic keywords in your "Skills & Expertise" section. Find relevant keywords and phrases that recruiters search for in both job listings that appeal to you and profiles of people you admire.
- 6 Share your projects and accomplishments. Upload examples of your writing, design work, websites, or any other projects or accomplishments on your profile. The results of your work speaks volumes on the skills and abilities you've described.
- 7 Stay connected--and show it. Join groups and follow companies and organizations that represent your professional and career interests. Learn about news, projects, and opportunities affiliated with them, show your networks that you're actively engaged with professional communities. Ask colleagues for groups they use, introduce yourself once joined, and initiate and participate in discussions.
- 8 Collect endorsements and recommendations. Your profile is stronger when people in your networks vouch for your qualifications. Try to obtain recommendations from people who have directly managed you in various positions and garner endorsements for a wide array of skills from your connections ("one-click credibility"). Return the favor by endorsing and recommending top colleagues in your network when appropriate!
- 9 Claim your unique LinkedIn URL. Creating a unique URL enables you to list your LinkedIn profile anywhere (your resume, business cards, even your Facebook page!). Nothing proves to a prospective employer that you're social media savvy and professionally prepared like presenting them with a unique LinkedIn URL.