

# LinkedIn



## Network Professionally Online Using LinkedIn

You've heard it a million times (so it wouldn't hurt to hear it again): "Success is not just about what you know; it's about who you know." With LinkedIn, the world's largest professional online network, the "who" is at your fingertips. Follow these easy steps to get connected now—and to turn those connections into opportunities.

### 1. 100% complete = 100% more likely to get noticed

You can't build connections if people don't know you exist or see what you have to offer. Your LinkedIn profile is your online business card, your resume, and your letters of recommendation all in one. Don't be shy: users with complete profiles are 40 times more likely to receive opportunities through LinkedIn. Employers often search LinkedIn for candidates with experience and profiles fitting their opportunities and they may check LinkedIn to learn more about a candidate who have already applied for a position.

### 2. You're more experienced than you think

Complete profiles are so important because the more information you provide, the more people will find reasons to connect with you. Think really broadly about all the experience you have, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

### 3. Use your inbox

Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the "real world." Connect only to people who can speak to your professional work abilities, and people whom you feel confident endorsing their professional work abilities.

### 4. Join the "in" crowd

Another way to form new online relationships is to join LinkedIn Groups. Start with the Hope College group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

### 5. Lend a (virtual) hand

As you build connections and group memberships, think about what you can do to support other people. Comment on a classmate's status update, forward a job listing that fits the criteria of a friend, or write a recommendation for a summer job colleague. You'll find that your generosity is always rewarded (and, of course, it feels really good to help someone!).

### 6. Question (and answer) everything

LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

**Visit [grads.linkedin.com](https://grads.linkedin.com) today!**

Adapted from the online handout by the same name, from [careerservices.linkedin.com](https://careerservices.linkedin.com)

# Network Professionally...(con't)

## 7. Do your homework

Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting or identify potential employers.

## 8. Now step away from the computer...

There's a perception that young people are only comfortable communicating online, so be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

# Build a Professional Student LinkedIn Profile

Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile is a key differentiator in the job market. So let's get started...

## 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 "Student, National University" or "Recent honors grad seeking marketing position." Check out the profiles of students and recent alums you admire for ideas and inspiration.

## 2. Display an appropriate photo

Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pics of your puppy don't fit in the professional environment of LinkedIn.

## 3. Show off your education

Be sure to include information about all institutions you've attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you've won.

## 4. Develop a professional summary statement

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extra curriculars. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

## 5. Fill your "Specialties" section with keywords

"Specialties" is the 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. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

## 6. Update your status weekly

A great way to stay on other people's radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

## 7. Show your connectedness with LinkedIn Group badges

Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.

## 8. Collect diverse recommendations

Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

## 9. Claim your unique LinkedIn URL

To increase the 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 (for example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)). This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.

## 10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your professional website, blog, or online portfolio. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.