

What is LinkedIn?

LinkedIn is a business and employment social media networking service. It allows you to create a profile that will help you connect with professionals and employers in your career field.

How can LinkedIn help me?

LinkedIn can help you:

- Build your professional network
- Keep in contact with coworkers and classmates
- Research companies
- Find and apply for jobs
- Stay up to date on news and trends in your career field
- Show your skills and experience to an employer

What should I include in my profile?

Photo

- Include a professional photo of yourself. Profiles with photos receive more views than profiles without a photo.

Headline

- This will automatically be filled in with your most current job title. You can customize it to describe your interests, industry, or professional goals.

Summary

- Your summary is similar to the "Summary of Qualifications" on your résumé, but you have more space to expand on LinkedIn. Give an overview of your skills, experience, and background.

Experience

- List out your work history, including relevant transferable skills and keywords that align with your career goals. You can also attach photos, documents, or presentations that show your work.

Skills and Recommendations

- Add your professional skills and ask for recommendations from colleagues you know and trust.

Certifications

- If you have any licenses or certifications, you can add them here. This will help demonstrate your commitment to ongoing education.

Education

- Begin with your highest level of education and work backward.

Volunteer

- Include information about recent volunteer experiences, especially if they are relevant to your career goals.

Organizations

- List any memberships in professional organizations. Being a member of professional organizations is a great way to build your professional network and stay up to date on industry trends.

Tips for using LinkedIn

- **Send a note when you connect with someone**
 - Each time you send a request to connect with someone on LinkedIn, be sure to send a note along with the invitation. This will help increase your chances of being accepted as a connection, especially with someone you've just met. You can say something like, "It was great meeting you at the networking event yesterday." or "I enjoyed hearing you speak at the conference last week."
- **Join groups**
 - Being a member of groups on LinkedIn can help you connect with professionals in your career field or that share common interests. You can join groups related to your career, alumni groups, local professional groups, and more!
- **Follow companies and schools**
 - Following employers in your industry will help you stay up to date with news and trends in your profession, as well as keep you updated on current job postings.
- **Check your privacy settings**
 - LinkedIn profiles should be public so employers can view them. However, if you are making updates to your profile, be sure to turn off your activity broadcasts so your connections won't receive a notification each time you update your profile.