LinkedIn is a social networking site used for PROFESSIONAL networking. It is a great way to stay connected to individuals that can support you on your career path. LinkedIn also provides information regarding job opportunities, industry news, company research and much more. To create a great profile see the checklist on the next page.

GETTING STARTED:

Get your profile to 100% Completeness
Your profile is a crucial part of your success on LinkedIn. Profiles that reach 100% completeness are 40 times more likely to receive opportunities through LinkedIn. A complete profile allows you to positively present all of your qualifications and will increase your visibility in search results for potential connections.

A 100% Complete Profile needs:
1. A profile photo: Warm – Interesting Angle – Memorable
2. An up-to-date current position: Include your job description
3. Two past positions: Descriptions not required but preferable
4. Your education: List degree along with graduation date
5. Your skills (minimum of 3): Allows connections to endorse them
6. Your industry and location: Strong nouns maximize search capability
7. At least 50 connections: Connect with those you know personally

Make Connections
The last requirement for a complete profile is to have at least 50 connections so start reaching out to people you already know. Connect with your friends, family, previous and current coworkers/supervisors, classmates, religious and community contacts, faculty, advisors, and your career coach.

When you ask to connect, it is important to customize your invitations. LinkedIn defaults the invitation to say “I would like to add you to my professional network”. This may be okay to use when you are connecting with people you know well. However, when connecting with people you do not know, customization is important. When customizing your invitation include how you know them or why you would like to connect with them.

Update your Status
LinkedIn allows you to post status updates. Make sure what you post is related to your professional or academic pursuits. Ideas for what you should post include: a related article with a few comments or questions on the subject, a project you have been working on, or a career related event you have attended. Posting regularly (a few times a week) will keep you fresh on the minds of your network.

Write a Summary
Your summary is an introduction to who you are and what you are looking for. When your summary is unique, concise, and a narrative, the reader will be more engaged and eager to view the rest of your profile. This becomes part of your first impression so you want to highlight your great abilities and why you are so great!

Join Groups
LinkedIn groups allow you to connect with others that have similar interests or backgrounds. Groups are a great place to share content, have discussions about current issues or trends, post jobs, and add to your network. Use the search box on your homepage to locate groups by entering keywords. For example: “Marketing professionals Utah,” filter your results to only include groups. Some groups are closed so you will need to request to join. Once you are connected to a group read and comment on the discussions.

NETWORKING
LinkedIn breaks your connections up into different categories based on your relationship with that contact:
1st degree—People you are directly connected to
2nd degree—People connected to your 1st degree contacts
3rd degree—People connected to your 2nd degree contacts or are members of a group you have joined
Out-of-network—LinkedIn members that don’t fall into the previous groups
2nd Degree Contacts
After you have connected with people you know, start identifying 2nd degree contacts by scrolling through your 1st degree connections. These 2nd degree contacts are very powerful because your connection to that person is closer. To connect with a 2nd degree contact send your 1st degree contact a message or reach out directly to the 2nd degree contact with a customized message referencing your mutual contact.

Alumni
Connecting with alumni is a great way to build your network. Start by joining the USU Career Services group and following the Utah State University page. Connect with members of these groups using your connection to USU as a common interest.

LinkedIn also provides an Alumni Tool to view where alumni are working, where they live, what they studied, and much more. To access this tool go to the Utah State University page and select ‘see alumni’ near the profile picture or www.linkedin.com/alumni. You can search by company or major to identify potential contacts. These contacts can be great resources for informational interviews, job shadowing, or job/internship search advice. When connecting with Alumni you do not want to ask them for a job/internship at first. Ask them for specific advice or to share their experience with you about a certain company.

JOB/INTERNSHIP SEARCHING
LinkedIn is a great job/internship searching tool. The saying, “It isn’t what you know but who you know” has some truth to it and LinkedIn helps you organize your contacts in an easy-to-use database that you can use to land the job of your dreams.

Use your Headline
This is prime real estate on your profile because it appears with your name in search results. Don’t leave the default of “Student at Utah State University” add something more specific like “Experienced PR major seeking summer internship.” This will allow recruiters to know immediately that you are searching for an opportunity.

Search Job Postings
LinkedIn has a special job searching portal for entry-level positions and internships. These positions are perfect for students and recent graduates. To access this database visit www.linkedin.com/studentjobs. Set your criteria and start applying! LinkedIn’s main job section can be accessed from your home page and select jobs from the tool bar.

Groups may also have job boards. Some of these positions will be posted on LinkedIn first to allow hiring managers to utilize their networks to find someone. Visit the group page and look for the jobs tab among the menu of choices.

Employer Research
Gathering information about companies you want to work for is a crucial part of job search success. Search for the company you want to work for or are interviewing with and learn everything you can about projects, goals, values, etc. You will also see which contacts work or have worked for the company.

Job Search on LinkedIn in 5-10 minutes a Day:
Using LinkedIn for job searching doesn’t need to be overwhelming. You can be very successful by doing a few simple tasks each day.

5 minutes
- Scroll through your homepage, “like” or comment on the status updates of your network or share your own status update
- Update and maintain your own profile by adding/removing skills and relevant information
- Comment or start a discussion in your favorite LinkedIn Group
- Reflect on recent accomplishments and upload visuals to your profile, if possible

10 minutes
- Search for posted positions
- Use the Alumni Tool to expand your network
- Research employers through Company Pages, reach out to any employees you may know through the “Former employees you may know” section to get the inside scoop
- Check your LinkedIn inbox, respond to messages and connection requests
Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1. Write an informative profile headline.
   Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas.

2. Pick an appropriate photo.
   LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

3. Show off your education.
   Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4. Develop a professional Summary.
   Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5. Fill “Skills & Expertise” with keywords.
   This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.
LinkedIn
Maximizing Resources and Your Profile

6. Update your status regularly.
Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!

7. Show your connectedness.
Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

8. Collect diverse recommendations.
The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9. Claim your unique LinkedIn URL.
To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).

10. Share your work.
You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

Get a Great Profile.
Get going at www.linkedin.com

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