



## How to Network with LinkedIn

### *Building Your Profile*

#### **100% Complete = 100% more likely to get noticed**

Your LinkedIn profile is your online business card, your resume and your letters of recommendation all in one. Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

#### **Craft an informative profile headline**

Provide a short, memorable way to understand you and learn your professional interests/goals.

#### **Display an appropriate photo**

select a professional, high-quality headshot of you alone in formal or semi-formal attire.

#### **You are more experienced than you think**

The more quality information you provide, the more people will find reasons to connect with you. Include summer jobs, paid and unpaid internships, volunteer work, and student organizations, competitions or clubs you've participated in.

#### **Show off your education**

Include each school you've attended along with your major and minor, study abroad, GPA and any honors or awards.

#### **Develop a professional summary statement**

Your summary statement can be aspirational, concise and confident about your goals and qualifications.

#### **Fill your "Skills & Endorsements" section with keywords**

Recruiters and hiring managers use keywords in search engines to locate possible hires. To find relevant keywords, search job listings that appeal to you, company profiles and LinkedIn profiles of people who hold the position you want.

#### **Claim your unique LinkedIn URL**

Set your LinkedIn profile to "public" and claim a unique URL for your profile. This makes it easier to include your LinkedIn URL in your email signature or on the top of your resume, which is a great way to show your professionalism.

#### **Collect endorsements**

Ask professors, colleagues, employers, friends and mentors to consider endorsing one or more of your skills.

### *Building Connections*

#### **Use your inbox**

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".

#### **Get personal**

Customize your connection requests with a friendly note and reminder of where you met or what organization or connection you have in common. Your connection request is more likely to be accepted with this personal touch.

#### **Join the "in" crowd**

Join various LinkedIn Groups related to your field of interest. As a member of the groups, you can comment on discussions, find exclusive job listings and meet people who share common interests.

### *Building Your Use of LinkedIn*

#### **Update your status weekly**

Stay on other people's radar by telling people about events you're attending, projects you've completed, professional books you're reading, etc. Remember, these updates need to be professional and work focused!

#### **Lend a (Virtual) hand**

Comment on someone's status, forward a job listing, or write a recommendation. Show your generosity!

#### **Now step away from the computer**

Support your online networking with real human contact. Set up phone calls and attend live events. Remember that online methods should supplement, not replace in-person relationship building.