

# LinkedIn® & Social Media

Manage your online presence and jump start your professional networking using LinkedIn®. 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 graduate school admissions offers. A strong LinkedIn® profile is a key differentiator in the job market. “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. Start getting connected now and turn those connections into opportunities.

## LinkedIn® Job Search Checklist

### Building a LinkedIn® Profile

- Photo. Add a professional-looking profile photo to be seven times more likely to be found in searches.
- Headline. Stand out with a keyword-rich headline that describes how you want to be known on LinkedIn®.
- Summary. Write a brief summary describing your professional background and aspirations.
- Experience. List all jobs you've held, along with brief descriptions of each role.
- Education. Add all the schools and colleges you've attended.
- Skills/Expertise. Add at least five key skills to your profile.
- Recommendations and Endorsements. Get recommendations and endorsements from former colleagues, clients, managers, and classmates.
- URL. Customize your profile URL and put it on your website, resume, email signature, and business cards to drive traffic to your LinkedIn® profile.

### Using Your Network

- Grow your network by searching your email contacts and finding people you may know.
- See where your fellow school and college alumni are working and reach out to learn more about the company.
- 100% complete profile = 100% more likely to get noticed. You can't build connections if people don't know who you are or see what you have to offer. Users with complete profiles are 40x more likely to receive opportunities through LinkedIn®.
- Get Personal. As you build your connections on LinkedIn®, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization (or person) you have in common.
- Join the “In” Crowd - Another way to form new online relationships is to join LinkedIn® Groups. Start with your university group, then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions and even find exclusive job listings.
- Lend a (virtual) hand - As you build connections think about what you can do to support others. Comment on a classmate's status update or forward a job listing to a friend.
- Do your homework. Before an interview, or a networking event, use LinkedIn® to learn about the background and interests of the people you're scheduled to meet, or access Company Pages to research organizations.

### Job Search

- Sign up to get email alerts about jobs you may be interested in (see the jobs tab)
- Find jobs by keyword, title, company, postal code, function, industry, years of experience, and date posted using advanced search.
- Check out the student jobs at [linkedin.com/studentjobs](https://www.linkedin.com/studentjobs).
- Upload a resume. After you have met with a Career or Peer Advisor to have your resume reviewed, upload it to the Documents tab in order to be ready for applying for opportunities in HireaHawk.com.

### Company Pages

- Learn about a company's products/services, employees, job opportunities, and more.
- See how you're connected to each company through your first, second and third degree connections.
- Follow companies you're interested in to get updates from them on your LinkedIn® homepage.

### LinkedIn® Groups

- Join Groups relevant to your professional interests: alumni groups, industry groups, geographic groups, and more.
- Use Groups to make connections, find job listings, establish thought leadership, and keep your pulse on hot industry issues.

### Next Steps

- Meet with a Career Advisor to learn more about using LinkedIn® in your job search.
- Get answers you need in the LinkedIn® Help Center.
- Learn how to attract more career opportunities at our free webinars.
- See a complete list of job search tips on LinkedIn®, [blog.linkedin.com](https://blog.linkedin.com). Be sure to check the archives to search by topic: [#linkedin\\_tips](https://twitter.com/linkedin_tips), [#linkedin\\_for\\_students](https://twitter.com/linkedin_for_students)