LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.
**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren’t paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you’re best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don’t be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you’re most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who’ve worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.
How to Network on LinkedIn

Get connected and get your career going.

1. 100% complete = 40x more opportunities.
Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. You’re more experienced than you think.
Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.

3. Use your inbox.
Networking doesn’t mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.

As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.

5. Join the “In” crowd.
LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.
Lend a (virtual) hand.
As you build connections, think about how you can support others. Comment on a classmate’s status update or forward a job listing to a friend – your generosity will be returned!

Request informational interviews.
As a student, don’t ask professional contacts for a job. Instead, ask for a brief phone conversation to seek their job search advice. Alumni, family friends, and industry leaders are often willing to do so.

Step away from the computer!
Support your online networking with a real human touch. Set up calls, attend live events, and send snail mail notes to people you interact with on LinkedIn.

Update your status early and often.
Networking isn’t just about who you know; it’s about who knows you. Stay on your network’s radar by updating your LinkedIn status regularly – what you’re reading, working on, and more.

Do your homework.
Before an informational interview, a formal interview, or a networking event, use LinkedIn’s Advanced Search and Company Pages to learn about the background and interests of the people you’re meeting.

Network on LinkedIn.
Get going at www.linkedin.com
Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.

1. Become an expert.
   Want to stand out and learn about industries you want to get into? Check out LinkedIn Today’s news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific “Channels.”

2. Have a strong headline. Get noticed.
   Your profile is not the place to be shy! Write a concise but descriptive headline like “XYZ University honors student & aspiring PR associate,” “Entry-level creative professional,” or “Finance major seeking investment banking internship.”

3. Include keywords.
   Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you’re going after, or profiles of people who have the jobs you want, and pepper them throughout the Summary and Skills & Expertise sections.

4. Take advantage of student profile sections.
   Be sure to complete the profile sections designed just for students, such as Courses, Projects, Languages, Certifications, and Organizations. Keywords are good here too. Complete profiles get 40x more opportunities!

5. Talk about all your relevant experience.
   Experience doesn’t have to be paid or full-time to be on your profile. Your Experience section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer’s eye.
Build your network.
Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.

Find “ins” where you want to work.
Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you’re connected to anyone who works or has worked there. And check out LinkedIn’s Alumni Tool to see what grads of your school are up to.

Ask your network for help.
70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you’re job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.

Search the Student Jobs Portal.
The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.

Get gutsy.
Don’t be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

Get a job.
Get going at www.linkedin.com
Explore Any Way You Want

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they’ve had. You can also narrow down by date range, what they studied, what they’re skilled at, and how you’re connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.

There's no better place to launch your career

And we can tell you where people who went to your school are and what they’re up to. Whether you’re a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.

The LinkedIn Alumni Tool

Explore alumni career paths from more than 23k colleges and universities worldwide

A Career Planning Resource for Students Unlike Any Other

Gathered from the profiles of hundreds of millions of members, LinkedIn’s Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide – and build relationships that can help you along the way.
Choosing a college or graduate program?
Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you’re interested in, select a relevant field of study, and you’ll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

Planning your academic path?
The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out ‘What they studied’ and ‘What they’re skilled at,’ for example. Learn from those who have gone before you.

Starting your job hunt?
Let’s say you have a specific company in mind you’d like to work for. Use the Alumni Tool to find graduates of your school – and with your major – who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students - reach out to them for an insider’s perspective. It’s a great way to get your foot in the door.

Get exploring
Get going at www.linkedin.com/alumni