

# Creating a LinkedIn Profile continued

The infographic below emphasizes the interactive nature of LinkedIn. While these recommendations are essential for post graduates, they are also excellent for students. If you proactively increase your involvement on LinkedIn in your field of interest, it can help secure internships, job shadowing and other experiences to help with your post-graduation job search.

## 5 Post-Graduation Uses for LinkedIn



### Spend time on your profile:

Fill out your profile completely, and use keywords so others can search and find you easily.



### Connect with everyone:

Connect with classmates, professors, past employers, folks you've interned for and more. You never know how those connections will pay off.



### Ask for recommendations:

Take advantage of all of the connections you've already made, and ask if they'll recommend you on LinkedIn.



### Make connections:

Send comments, offer congratulations, and "like" things so people know you're active. Also, introduce people if you think they should be connected — they may help you in the future.



### Take advantage of new-grad resources:

New grads can now list projects, honors, organizations and courses they've taken so they can include all relevant experience.

**Sources:** burnsmcdmedia.com | learn.linkedin.com | usnewsuniversitydirectory.com | thedailyeap.blogspot.com | blogherald.com | chrisbrogan.com | youtern.com | blog.resumebear.com

# Creating a LinkedIn Profile

LinkedIn is the gold standard for sharing your professional identity online. It combines your elevator speech, resume, professional interests, contacts and more. LinkedIn is also an excellent venue for making new meaningful connections.

## Creating a LinkedIn Profile

### Getting Started

- Download LinkedIn app on your phone and your computer
- Set your security settings
- Build your professional identity with the tips listed below

### Add a professional photo

- A photo adds professional credibility – reflect your unique brand. Smile and use good quality lighting
- **Members with profile photos get 14x more views**

### Have a Headline

- Your brand slogan can be future oriented  
*“Engineering student excited about tech advances and opportunities”*
- **68% of hiring managers decide to move forward with a candidate based on their LinkedIn profile**

### Your Experience

- Describe the substance of your brand through examples of accomplishments and skills tied to field interests
- Focus on skills and include paid and volunteer work
- **1/5 of hiring managers hired someone because of their volunteer work!**

### Your Skills

- Include at least 5 skills from school, volunteering and jobs
- Include hard skills - “proficient in Microsoft excel” and soft skills - “leadership” or “social media marketing”
- **Members with tagged skills had 13x more profile views**

### Your Education

- Add relevant coursework while still in school
- Add class assignments, extracurricular output or personal projects that demonstrate your high-quality skills and future potential
- **10x more views for members tagged with their school**

### The Summary

- Showcase your personality with a summary in your own voice that ties your experience, personality and top skills
- Communicate your trajectory

### Recommendations and Activities

- Get recommendations from those who can speak to your skills and experience
- Share your ideas and thoughts through posts related to articles or organizations in your field of interest

## The role of social media in hiring

### Employer Survey on Repler.com indicates:

**91% of companies screen** candidates through social media and 47% at the application phase.

**68% of companies hire candidates** due to the candidate’s social media presence and their content. Companies look for engaged candidates who are perceived to be positive, creative, and well-rounded. They also look for great communication skills valid professional qualifications, awards and accolades and good references.

**69% of employers reject candidates** due to the content of their social media such as inappropriate and discriminatory photos and comments, lying about qualifications, negative comments about former employers, poor communication skills.

**The two critical goals for your social media** are to present your professional identity and make meaningful professional connections.

Build your digital professional identity by including photos, video, documents, comments, tweets, blogs, articles and events to mutually advance goals and projects.

Make connections with other professionals by asking questions, offering information, sharing ideas and resources.

The three social media sites you will most likely use in your job or internship search are Facebook, Twitter and LinkedIn.

### Resources

- [students.linkedin.com](http://students.linkedin.com)
- [www.campusexplorer.com/college-advice-tips/7D41FD16/7-Things-College-Students-Should-Know-About-Social-Media/](http://www.campusexplorer.com/college-advice-tips/7D41FD16/7-Things-College-Students-Should-Know-About-Social-Media/)