

## LinkedIn: The Basics

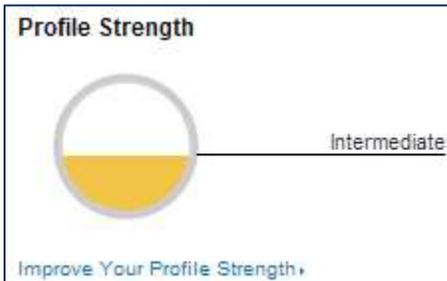
LinkedIn is the premiere social network for professionals. Having a LinkedIn profile can help you network with local employers, colleagues in your field throughout the world, and even fellow LCCC students and alumni. Here are some key considerations to keep in mind when creating your LinkedIn profile.



Do	Don't
Use a professional photo.	Use your latest Snapchat selfie.
Write a paragraph or two for each job experience—completing your profile is key! Note that using first-person is OK and encouraged on LinkedIn.	Have an incomplete profile. Take some time to fill in the details for your most recent job, and write a summary about what you do or what you'd like to.
Build a network of professional connections. Send personalized requests to contacts you have met.	Send connection requests to people you do not know without an introduction.
Join relevant groups and follow Influencers. This is a great way to keep up with trends in your field.	Post updates from your personal life. If you wouldn't say it in an interview, don't say it on LinkedIn!
Get at least 3 recommendations.	Copy/paste from your resume. LinkedIn is a place you can expand on your accomplishments.

## Optimizing Your Profile

Once you've gotten started, there's some additional tips and tricks that get your profile from beginner to all-star.



First, **pay attention to the Profile Strength meter**, and click on "Improve Your Profile Strength" for suggested steps to complete your profile. Usually these steps will include adding past job experiences and connecting to more people.

**When you're starting the job search, let others know!** If you are unemployed or everyone knows you are looking for a job, add a short statement at the top of your summary. It can say something like: "My current goal is an entry-level accounting position in Cheyenne, beginning in December 2016."

**Ask for recommendations from past supervisors and colleagues.** Ask recommenders to share specifics, for example ask a supervisor to illustrate a time you went above and beyond rather than say simply that you are a hard worker.

## Crafting a LinkedIn Headline

LinkedIn describes your headline as "the one professional fact people should know" about you. It shows up on your profile and on your actions across the website.

As a student, you want to describe not only where you are (i.e., in college) but also where you want to land next. You can also use your headline to brand yourself using keywords that highlight who you are and what's important to you. Ask yourself, "How would friends and coworkers describe me?"

### Example Headlines

Accounting Student Seeking Summer Internship  
 Nursing ★ Public Health ★ Social Justice Advocacy  
 Trusted Cisco Expert & Tech Solutions Wizard  
 Experienced EMT | Biology Student | Barrel Racer

## How to Write a Connection Request

When you send a request to connect, do not use the generic message that shows up automatically: *“I’d like to add you to my professional network on LinkedIn.”* **Write something personalized.** Doing so will increase your chances that the other person will accept your connection request. This is also a great way to remind a new acquaintance how you met, thank them for connecting, and start a conversation. Here are two examples:

Esperanza,

I hope this message finds you well! Thank you again for the informational interview about physical therapy and what you liked about the PTA program. I would like to connect over LinkedIn so that we can stay in touch like we discussed.

-Scott

Hello Chloe,

It was so nice to meet you at the FFA luncheon last Thursday. I look forward to staying in touch with you about mentoring high school FFA students. Would you like to meet over coffee next week?

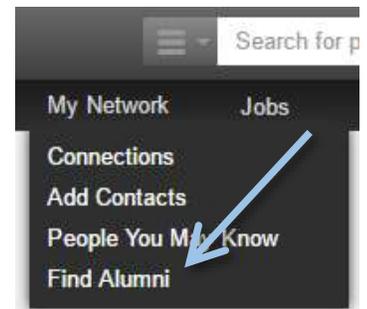
Keesha

To make sure you can write a personalized request, make sure to **always request to connect from a person’s profile page.** If you send the request through tools like **“People You May Know,”** you cannot personalize the request.

## Finding LCCC Alumni on LinkedIn

One of the best tools you can use on LinkedIn is the “Find Alumni” tool, which you can access under “My Network” in the top toolbar.

The Find Alumni tool is an interactive search that lets you look for alumni by geographic area, industry, major, what they’re skilled at, and what their job title is. This is a fantastic way to find contacts for information interviews—when you reach out, you know you already have something in common because you both have attended LCCC.



## Sharing Your Profile

Your LinkedIn profile isn’t just for others to see on LinkedIn. Share it on your other social media profiles, your portfolio or blog, and on your resume!

Before you start sharing, make sure to **customize your LinkedIn URL** so that it is easy to share on your resume or a contact card. When editing your profile, hover over the URL below your profile photo. Click the gear icon ⚙️ then on the new page look for “Your public profile URL” on the right-hand side. Click the pencil ✎️ and type a professional handle, such as your first name and last name (e.g. linkedin.com/in/erineagle for Erin Eagle).

## Take It to the Next Level

Do you feel like you’ve mastered the basics covered in this handout? There are many more strategies you can learn about and try for yourself to get the very most out of LinkedIn. Learn more by visiting: [university.linkedin.com/linkedin-for-students](https://university.linkedin.com/linkedin-for-students)