



How to use LinkedIn

NETWORKING PROFESSIONALLY

Tips to help you build your network on LinkedIn.



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.

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

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.

Get personal.

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.



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!

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.

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.



Build Your Personal Brand on LinkedIn



When we build a network, it is important to endorse ourselves well, to use the professional network to its full potential, thus building our personal brand becomes a highlight for us. Lets see how this can be done.

Be authentic.

The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.

Create a distinctive profile headline.

Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.



Avoid clichés.

Words like “creative,” “extensive experience,” and “team player” appear on so many profiles that they’re almost meaningless. Find unique ways to describe your skills.

Be visible.

Stand out by updating your status with projects you're working on, stuff you're reading (your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.

Build brand associations.

You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.

Add to your knowledge.

Differentiate yourself by knowing your industry deeply. Read up on topics you care about (as a start, check out LinkedIn Today, Channels, and Influencers).

Share in LinkedIn Groups.

Every Group post you make and question you answer is an opportunity to market yourself and to build your credibility. Groups are also a great way to learn industry language.



Be personal.

Customize connection requests or any other message on LinkedIn to your recipient. People will appreciate the personal attention.

Be consistent.

Make sure all the pieces of your professional footprint are consistent and send the same message — from your LinkedIn profile to your resume to other social networks.

Give generously.

Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.

