

# LINKEDIN

## SUCCESS GUIDE



A Users' Guide



An easy guide for  
students, job  
seekers, and career  
changers to enhance  
their LinkedIn  
profile, build  
connections, and find  
job opportunities.





# WHAT IS LINKEDIN?

LinkedIn is a professional networking platform designed for career growth, industry connections, and job searches.



# WHO USES LINKEDIN?

- Students looking for internships
- Professionals seeking career advancement
- Recruiters searching for talent
- Companies showcasing their brands

Follow steps across the next pages.



# 1

# SETTING UP YOUR PROFILE



Nadia (Roghaye) Ahmadi (She/Her)

Add verification badge

Graduate Teaching Assistant | Technical Communication and Professional Writing at Missouri S&T

Rolla, Missouri, United States · [Contact info](#)



Missouri University of  
Science and Technology

✓ PROFILE PHOTO: CHOOSE A CLEAR, PROFESSIONAL PHOTO.

✓ HEADLINE: A SHORT, ENGAGING SUMMARY OF YOUR EXPERTISE.

✓ CUSTOM URL: EDIT YOUR LINKEDIN URL TO INCLUDE YOUR NAME.

2

## CRAFTING A STRONG ABOUT SECTION

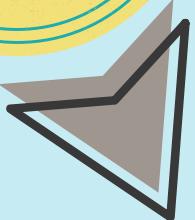
WRITE A  
COMPELLING  
SUMMARY THAT  
HIGHLIGHTS YOUR  
BACKGROUND,  
SKILLS, AND  
CAREER  
ASPIRATIONS.

**EXAMPLE:**  
"TECH-SAVVY  
CONTENT CREATOR  
WITH 5+ YEARS OF  
EXPERIENCE IN  
DIGITAL MARKETING  
AND BRAND  
STORYTELLING.  
PASSIONATE ABOUT  
SEO, COPYWRITING,  
AND AUDIENCE  
ENGAGEMENT."

- Include keywords relevant to your industry to optimize your profile for recruiters.
- Use a conversational yet professional tone to make it engaging.

# 3

## LISTING YOUR experience AND SKILLS



1

ADD JOB ROLES, COMPANY NAMES, AND KEY RESPONSIBILITIES.



2

HIGHLIGHT MEASURABLE ACHIEVEMENTS

3

SELECT 5+ RELEVANT SKILLS



# 4

# BUILDING YOUR NETWORK



**PERSONALIZED CONNECTION REQUESTS:  
ALWAYS INCLUDE A SHORT NOTE.**



"HI ALEX, I ADMIRE YOUR WORK IN TEACHING AND  
WOULD LOVE TO CONNECT!".



**ENGAGE WITH ALUMNI AND INDUSTRY LEADERS:  
FOLLOW PEOPLE FROM YOUR UNIVERSITY OR  
FIELD.**



**JOIN LINKEDIN GROUPS: PARTICIPATE IN  
DISCUSSIONS TO EXPAND YOUR NETWORK**

# 5

# ENGAGING WITH CONTENT



Like, Comment, and Share:  
Engage with industry-relevant posts.



Create Original Posts:  
Share your achievements, insights, or work experiences.



Publish Articles:  
Write thought leadership pieces to position yourself as an expert.





# JOB SEARCHING ON LINKEDIN

SEARCH



Use LinkedIn's Job Search Tool: Filter jobs by location, industry, and experience level.



ACTIVATE BADGE

Activate 'Open to Work' Badge: Let recruiters know you're looking for opportunities.



MESSAGE RECRUITERS PROFESSIONALLY:



Hi Dr. Fou, I am interested in [Job Title] at [Company]. My background in [Relevant Skills] makes me a great fit. Let me know if we can connect!



7

# PRIVACY

Protecting your privacy and maintaining ethical interactions on LinkedIn is essential for building a professional online presence. Understanding how to manage your settings, avoid scams, and engage responsibly will help you make the most of the platform.

✓ **Adjust Profile Settings:** Control who sees your information.

✓ **Be Cautious with Personal Data:** Avoid oversharing sensitive details.

# AND



# ETHICAL



✓ **Watch Out for Scams:** Verify job offers and recruiter messages.

✓ **Engage Professionally:** Maintain respectful and ethical interactions.

# CONSIDERATIONS



# FINAL TIPS & RESOURCES

**Stay Active:**  
Post and engage weekly to maintain visibility.

## NEW POST



**Follow LinkedIn Learning Courses:**

Upskill in various professional areas.

**Keep Your Profile Updated:**  
Add new skills, certifications, and experiences.

