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How to get the most out of LinkedIn

LinkedIn is a platform that houses your living, breathing resume which has the power to connect you with more than 350 million registered users and 3 million jobs/internships around the world. Whether you're a 1st semester freshman or a graduating senior, it is very important to build a great LinkedIn profile and start using this powerful platform to:

- Host your professional online presence
- Explore majors, careers and employers
- Build your network
- Search for jobs and internships

LinkedIn: Components Of A Winning College Student Profile

- **Photo:** Keep it professional and make sure to smile! (Hint: Dress as if it's your first day on the job in your industry)
- **Headline:** Tell everyone what you are majoring in and what types of careers you're excited about. (i.e., Economics Student at UC Berkeley, Aspiring Financial Analyst)
- **Summary:** Tell your story! Describe what ignites your passion, what you're skilled at, and what's next.
- **Education:** List all the educational experiences you've had including some important coursework.
- **Experience:** List the jobs and internships you have held, even if they were part-time, along with what you accomplished at each.
- **Volunteer Experience:** Even if you weren't paid for a job or experience, be sure to list it. These experiences can be very valuable.
- **Skills:** Add the skills you have developed that are relevant to the types of positions you are/will be seeking. (Recruiter insider tip: do not lead off this list with MS Word – it is assumed you have this skill if you are in college!)
- **Projects:** Highlight relevant class or personal projects you have worked on. Provide photos, links, videos, documents, etc that provided deeper insight into these projects.
- **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.

- **Join Groups:** By joining groups in your industries of interest you can meet other professionals, alumni, etc who share common interests. You can learn a lot about your interest areas, including industry trends and news, by connecting to people and groups in LinkedIn.

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