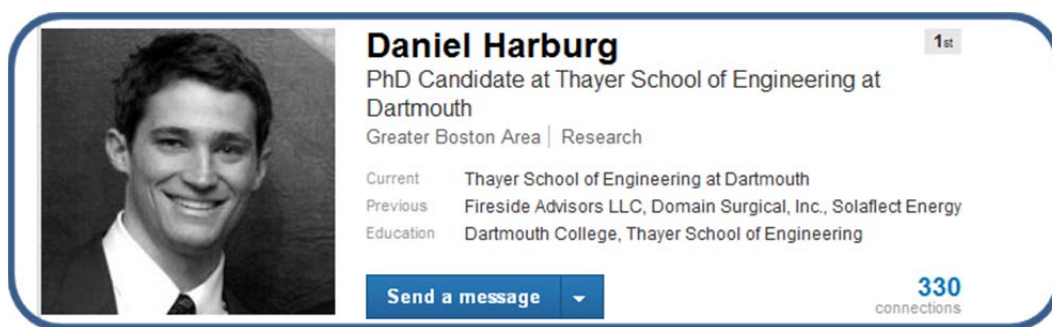




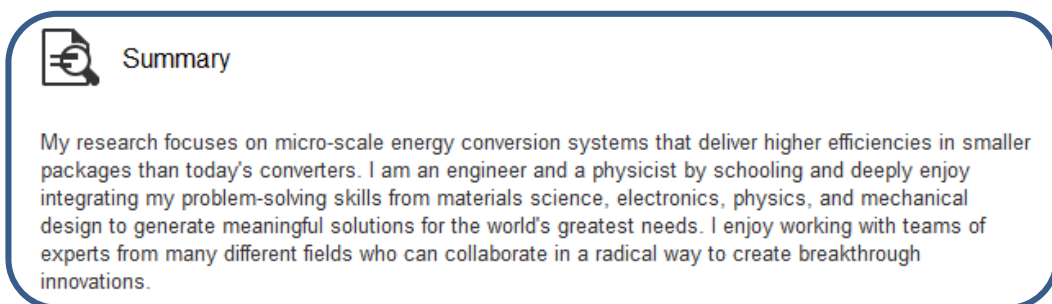
Creating a LinkedIn Profile

Sign up for a free account at www.linkedin.com. Your profile information should include:

- **Professional Headline**- short description that is the first thing that someone sees in a message or connection request. If you are job searching, you might want to describe what you're looking for (ie: Dartmouth grad | seeking job in renewable energy industry). Or, if you are currently employed, you can use your job title.
- **Photo**- select a professional headshot photo of yourself; this is the first image the viewer will have of you.



- **Summary Statement**- should resemble the first few paragraphs of your cover letter, a concise description of your goals and qualifications.



- **Education**- include information about all institutions you've attended. Include your major and minor (if you have one) and any academic honors and awards.
- **Experience**- summarize experiences that are relevant to your career goals- work, internships, volunteer experiences.
- **Specialties Section**- include "buzz words" of your desired industry. Recruiters or hiring managers might type these words into a search engine to find a person like you.

Networking with LinkedIn

Populate your Profile with Connections

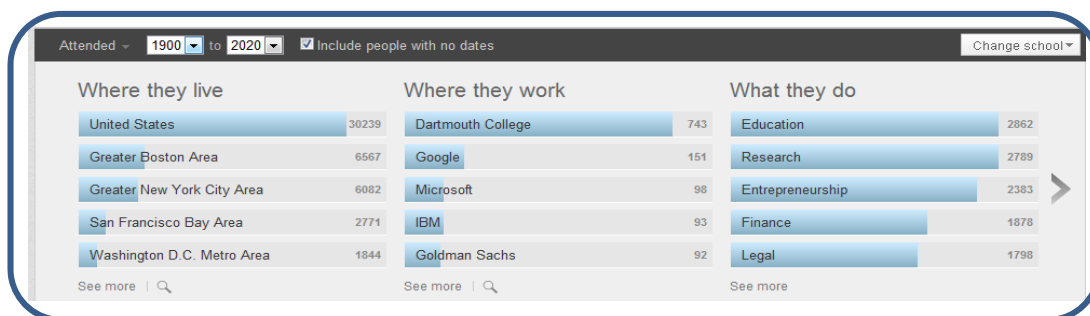
The larger your network is, the easier it will be to connect with others in a variety of industries.

- Search for connections in the "People" field; when you "connect" with them you will need to indicate your relationship to that person (when connecting with alumni use the "classmate" option.) Make sure to customize your invitation. LinkedIn will also suggest people to add to your network.

Customize the Alumni Function: www.linkedin.com/alumni

Identify over 32,000 Dartmouth alumni & students.

- Use LinkedIn in a similar manner to the Dartmouth Career Network. Your “invitation” message should introduce yourself, indicate why you are writing, and request a time to follow up with them.
- The default search will locate those that are attending or attended Dartmouth the same time as you. Broaden your search by selecting a range of dates of attendance and select the option to include people with no dates.



Join Relevant Groups

Participate in discussions, review and comment on articles, and ask questions to raise your profile exposure.

- Join the groups “**Dartmouth College Alumni**” and “**Thayer School of Engineering at Dartmouth**”.
- **Connect with those you share common interests:** perform a keyword search in the “Groups Directory” to find those related to: industry, career fields, professional and student organizations, and location.

Ask for Recommendations

Go to the “Request Recommendations” tab, you will then be prompted to choose what you want to be recommended for, and whom you want to ask. In your message, be clear on what you want a recommendation for, but don’t make the request too long.

Job/Internship Search with LinkedIn

Conduct Company Research

- Search for companies (Companies > Search Companies).
- Follow companies to view company posts in your “recent updates”.
- Learn about available positions (Companies > Search Companies > Job Opportunities).

Search for Jobs/Internships

- Search for available positions by title, keyword, or company name (Jobs > Find Jobs).
 - For entry-level and internships, scroll down to “Job Experience” and select your preference(s).
- Identify others in your network that work at companies of interest.

Tips

- Look at LinkedIn accounts of people in industries that interest you to see examples.
- Create a professional headline.
- When sending an invitation to connect, always customize your invitation.
- Customize your URL (Profile>Edit Profile). Below your profile picture, click “Edit” to the right of your current URL.
- **Contact Thayer Career Services with any questions about your LinkedIn profile.**