

Social Media: LinkedIn

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Get You Started

LinkedIn is a powerful tool for students, offering a platform to build your professional network, showcase your skills and achievements, and explore career opportunities. But navigating this professional social media platform can be daunting at first. These handouts will guide you through the basics of creating a strong LinkedIn profile, networking effectively, and landing your dream internship or job.

Building Your Profile

Headline: This is your first impression, so make it count! Craft a clear and concise headline that summarizes your skills and goals. (e.g., "Marketing Student | Passionate about social media and branding" or "Computer Science Major | Seeking web development internship") **Profile Picture:** Use a professional headshot that shows your face clearly. Avoid selfies, group shots, or inappropriate images. **Summary:** This is your chance to tell your story. Briefly highlight your skills, experience, and career aspirations. **Experience:** List your academic and extracurricular activities, internships, volunteer work, and any relevant projects. Use keywords to make your profile searchable. **Skills & Endorsements:** Add your skills and get endorsements from your connections. This helps recruiters find you and assess your qualifications. **Recommendations:** Ask professors, mentors, or employers for recommendations to add credibility to your profile.

Networking Like a Pro

Connect with people you know: Start by adding classmates, professors, family members, and friends. **Join relevant groups:** Find groups related to your interests, industry, or school. This is a great way to connect with professionals and learn about career opportunities. **Engage with content:** Share and comment on articles, posts, and discussions. This shows you're active and interested in the professional world. **Reach out to professionals:** Don't be afraid to connect with people you don't know but admire. Send a personalized message introducing yourself and explaining your interest in their work. **Participate in online events:** Attend webinars, workshops, and conferences hosted by LinkedIn or other professional organizations.

Job Hunting on LinkedIn

Use the advanced search function: Filter your search by job title, company, location, and other criteria to find relevant opportunities. **Apply directly through LinkedIn:** Many companies allow you to apply for jobs directly on their LinkedIn pages. **Get your profile noticed by recruiters:** Use relevant keywords in your profile and engage with company pages to increase your visibility. **Follow company updates:** Stay informed about job openings and company news by following companies you're interested in. **Prepare for interviews:** Use LinkedIn to research the company and the interviewer to make a good impression.