



How to Get Started with LinkedIn

What is LinkedIn?

LinkedIn is a professional networking site designed to help you connect with other professionals and alumni in industries and organizations related to your field. Maintaining an online presence on LinkedIn is part of having a successful career. A great LinkedIn profile can get you noticed and potentially land you job opportunities.

The LinkedIn Profile Summary

Simply signing up for an account, quickly filling in the blanks, and then letting your profile remain dormant won't do you any good. Two of the most important elements of your profile is your headlines and "About" section. They make up your "LinkedIn profile summary," and it's one of the first things people see when they visit your page. It's also the text that gets displayed in search results for both Google and LinkedIn.

What are the traits of a strong profile summary?

- Can be skimmed in 30 seconds or less
- Professional headline is below 120 characters and lists career focus
- Includes industry-related keywords, core skills, strengths, talents and interests
- Well written in a professional style, no misspelling or grammatical errors
- Answers questions that provides insight about you: What makes you unique? Where is your career headed? How would others describe you?

LinkedIn Profile Checklist

- ✓ **Upload your photo.** Ideally, this should be done in professional attire, depending on your field. Profiles with photos are 14x more likely to be viewed.
- ✓ **Customize your public profile URL.** The address should look something like: *www.linkedin.com/in/yourname*. This will make it easier for you to include it on business cards, resumes and email signatures.
- ✓ **Enhance your profile with additional sections.** Displaying further information such as accomplishments, skills, volunteer experience, certifications, and expertise can increase the amount of views on your profile.
- ✓ **Elaborate on your work history in the "Experience" section.** Use targeted keywords and include specific information about what you've done in your previous positions that led to measurable results. Be honest, no exaggerating.
- ✓ **Education:** Include programs and schools in reverse chronological order.

- ✓ **Customize your “Skills & Endorsements” section.** Showcase a relevant list of skills on your profile that others in your network to endorse you. This will help others understand your strengths and match you with the right opportunities.
 - ✓ **Include recommendations.** These should come from former supervisors, coworkers, clients, vendors, professors or fellow students. Basically, anyone who will have good things to say about you and your work.
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Be Active and Build Your Network

Remember, the more active you are, the better. So as you move on to new jobs or master new skills, make it a point to update your profile.

- **Share updates and interesting content.** This can include a new accomplishment, industry announcements, or an article that people in your network may want to read.
- **Invite past and current coworkers, classmates, and friends to connect.** Better yet, ask a former manager, coworker, professor or classmate for a LinkedIn recommendation. Message them with, “It was great working with you last semester, could you please write a LinkedIn recommendation? It would be great if you could mention my (specific) skills.”
- **Engage with your connections’ “Recent Activity.”** LinkedIn allows you to see what folks in your network are posting, liking, and commenting on. If they share a blog post that you enjoy reading, give it a like or reply with a nice comment.
- **Join groups.** This will help you strengthen connections with people who share common skills, experiences, industry affiliations and goals.
- **Make connections with everyone you meet!** If you attend a networking event like a career fair, pick up the business cards of the people you meet. Then after the event, connect with them on LinkedIn.
- **And remember...** Keep your LinkedIn content related to your career. Save your personal pictures of your pet, kids, and vacations for Instagram and Facebook.



We're here to get you there

Northeast State's Career & Workforce Development Center

Courtesy of: cnbc.com and *Dustin McKissen*, founder of *McKissen + Company*. He was also named one of LinkedIn's "Top Voices in Management and Corporate Culture."

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