**LinkedIn Tip Sheet**

Academic & Career Advising

[www.keene.edu/academics/aca/](http://www.keene.edu/academics/aca/)

**Think about LinkedIn as telling the story of who you are and what you want to become.**

**BUILD YOUR PROFILE**

**INTRO SECTION**

* **Profile Picture**: It doesn’t have to be fancy: a cellphone picture of you in front of a plain background. Pay attention to what is behind you – nothing should distract from your face. Wear a nice shirt and smile!
* **Background Picture**: Make your profile more visually appealing (in a professional way). Use this to show your personality or highlight a skill. It should not be cluttered.
* **Headline:** A brief statement describing your current situation/profession and/or future goals.
* **Summary**: Tell a short story: describe what motivates you, what you’re skilled at, and what’s next. Explain why you want to do what you want to do. Mention adversities overcome, if any, or opportunities you seized. Keep the summary to one paragraph or less.
* **Uploads**: Add or link to external documents, photos, sites, videos, sound files, and presentations. Consider a separate stand-alone webpage if you have many examples, such as a portfolio of photography or art, or many publications to showcase. Then, link to its URL.

**ADD PROFILE SECTION (located just below your profile picture and name)**

**You can** **list an experience in more than one section.**

* **Background**

**Work Experience (relevant experiences, paid and unpaid)**

* Add experiences that are relevant to your career goals (internships, jobs, projects, leadership, etc.).
* Bullet descriptions and include accomplishments and skills.
* Upload or link to any external resources that highlight what you’ve done.
* Refer to ACA’s resume resources and samples to help you describe your experiences.

**Education**

* Select your correct degree (Bachelor of Arts, Bachelor of Science, etc.), major(s), minor(s).
* Include educational experiences.
* Upload what you might include in a portfolio.

**Volunteer Experience**

* Include all transferable skills such as communication, teamwork, problem-solving, etc., accomplishments, and obstacles overcome. What made this meaningful to you?
* **Skills**
* You can add up to 50 skills – the more skills you have, the better.
* Recruiters use this section to find candidates.
* LinkedIn provides auto-suggestions.
* **Accomplishments**
* This section offers a range of options including courses, projects, and certifications.
* **Additional Information**

**Recommendations**

* Ask managers, professors, or classmates who have worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.
* Go to the recommender’s profile and click the three dots to the right of their picture to ask for a recommendation.

**EDIT YOUR PUBLIC PROFILE (located on the right-hand side of your profile)**

* Customize your public LinkedIn URL – include it on your resume and professional communications.
* Select what the public sees when they click on that URL.

**WONDERING ABOUT PRIVACY?**

* Click on the “Me” tab on your homepage to access privacy, account, and communication settings.

**ENGAGE YOUR NETWORK**

**MY NETWORK TAB**

* LinkedIn Identifies people you might connect with.
* This tab also has the option “People You May Know”.
* “More Options” gives you the opportunity to add LinkedIn contacts from those you’ve ever emailed.

**MESSAGING TAB**

* Communicate directly with your connections.

**NOTIFICATIONS TAB**

* Stay up-to-date on what your connections are doing.

**HOME TAB**

* Your newsfeed of everything happening in your network.

**ALUMNI**

* You can find Keene State College alumni here: <https://www.linkedin.com/school/21228/>. There are over 21,000 KSC alumni on LinkedIn. You can search by location, employer, job, major, and skills.

**LINKEDIN SEARCH BAR**

* Search for people you know, click on their profile, click “connect”, and write a personalized invitation to connect.
* Search for groups based on your professional interests. Join, respond to posts, share information, ask questions of the groups.
* Search for companies you are interested in and follow them.
* Search keywords, and see what comes up for people, groups, companies, and schools.
* The search function provides you with lots of filters to help you find the people and the information you need.

**WRITE ARTICLES/BLOG POSTS**

* If you enjoy writing, consider writing about what interests you.
* On the home page, there is an option to “Write an Article” as a post.
* If you have expertise in the industry in which you want to work eventually, you could use this space to show what you’ve written, or to post news you’ve noticed from your industry.