

Getting started on LinkedIn

Description: Getting started with LinkedIn early is important. Establishing your profile now and building your online presence means you'll be ready when it's time to pursue your career interests. LinkedIn is a powerful tool for researching organizations of interest and preparing for interviews and other opportunities.

Goal:

- You will be able to establish or update your LinkedIn profile to enhance your professional brand.

Activity Instructions:

1. Register or sign-in to your [LinkedIn account](#).
2. Add, or update, your profile with each of the following elements:
 - a. **Education:** Enter any prior degrees you have earned and the degree you are currently pursuing. Use your projected graduation date if needed. Profiles that list a school get on average 10X more views!
 - b. **Photo:** You alone, from the shoulders up, with a neutral background. Don't worry about getting a professional headshot. Take your picture with your phone camera and you are on your way to 21X more profile views!
 - c. **Experience:** Add all paid work, internships, and volunteer work. We recommend 3 - 5 bullet points per experience. Build [accomplishment statements](#) and use [resume action verbs](#) to help articulate your experience. This is also a great place to add academic projects if they are relevant to your future career.
 - d. **Skills:** Enter any prior transferable skills related to your future career. This is a great place to list languages, software programming, or typing speed.
 - e. **LinkedIn URL:** Go to your profile and select edit public profile and URL in the top right-hand corner. Using a customized URL on your resume looks more professional and makes it easier to find you.
 - f. Once your profile is complete, connect with at least three people you know! Friends, family, classmates, mentors, teachers, and inspirational people you admire in your field are great starting points.
 - i. Make sure to personalize your messages to ensure people remember who you are.
 - 85% of jobs get filled through employee referrals. LinkedIn is a great place to increase your chances of landing your dream job!

Resources:

- [Learn more about LinkedIn best practices](#)