

LINKEDIN



SCHOOL OF
PUBLIC HEALTH
Office of Career Services

Expand your professional network.

WHAT IS LINKEDIN?

This networking site can be used to connect with alumni and other professionals in the organizations and industries that relate to your career interests. LinkedIn is a place to share interests, find job opportunities, ask questions, research organizations, and network with professionals and alumni from a wide range of industries and geographic locations. In fact, there are over **100,000 Indiana University** alumni with profiles on LinkedIn!

CREATE YOUR LINKEDIN PROFILE

PHOTO

It does not have to be fancy - just use your cell phone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE

Tell people what you are excited about now and the cool things you want to do in the future.

SUMMARY

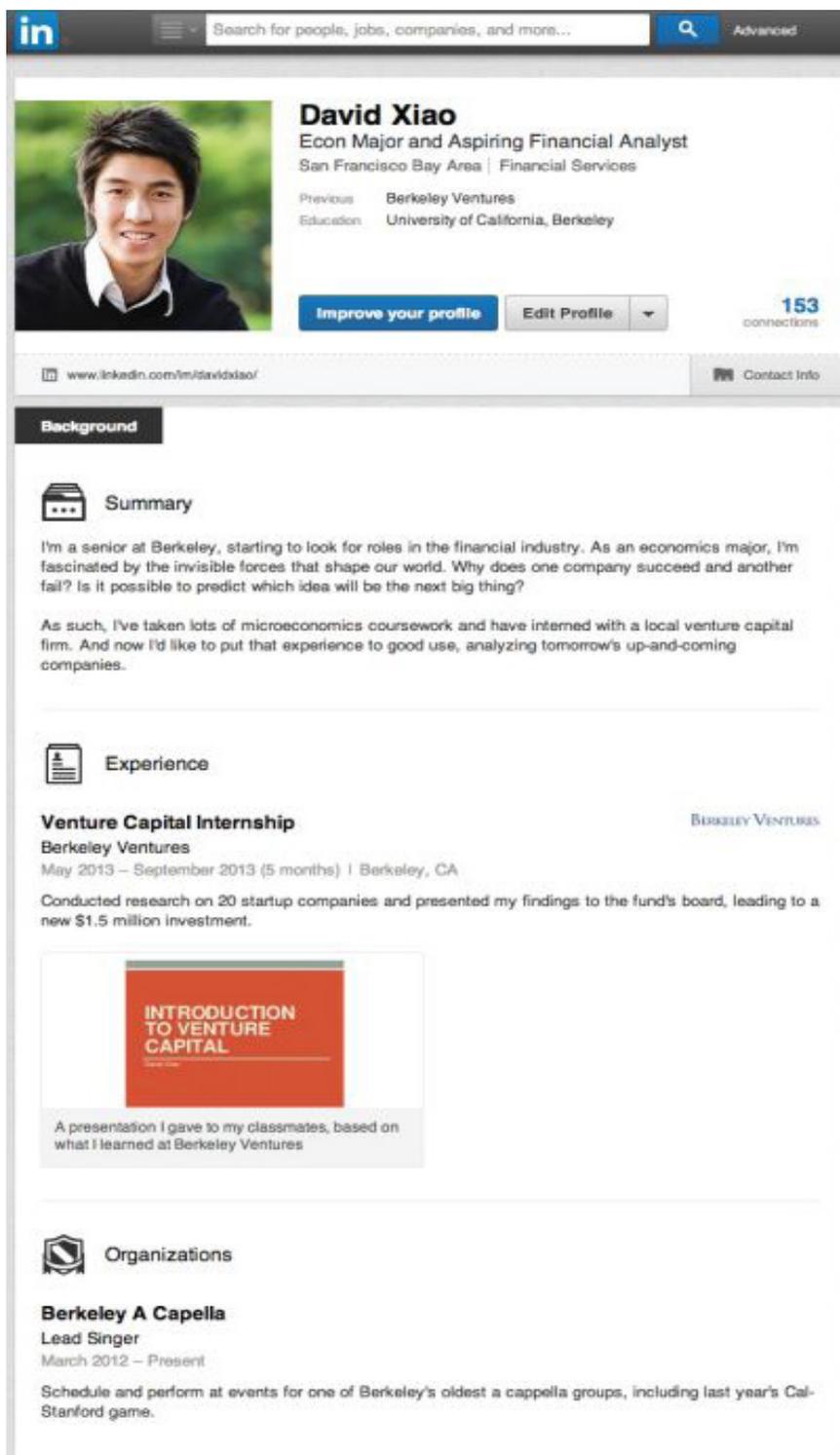
Describe what motivates you, what you are skilled at, and what you aspire next.

EXPERIENCE

List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS

Have you joined student organizations or become a member of a professional organization? Be sure to describe what you do or how you are developing professionally.



EDUCATION

Starting with college, list all the educational experiences you have had - including summer programs.

VOLUNTEER EXPERIENCES & CAUSES

Even if you were not paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE

Add at least five key skills - and then ask your connections can endorse you for the things you do best.

HONORS & AWARDS

If you earned a prize in or out of school, do not be shy. Let the world know about it!

COURSES

List the classes that show off the skills and interests you are most excited about.

PROJECTS

Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

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.

JOIN GROUPS

Joining groups is a quick way to connect with a large number of individuals. Groups allow you to discover new people with whom to connect, learn about current issues and trends in specific fields, and provide you with access to job listings that are only posted within LinkedIn groups. Start by joining an IU group. **Indiana University School of Public Health-Bloomington • Indiana University Alumni Network • Indiana University Alumni Group**

MAKE CONNECTIONS

The more people in your network, the easier it is to connect to others in career fields, locations, and organizations. Start by connecting only with people you already know. When you ask to connect with anyone it is always wise to write an individualized message rather than the generic message LinkedIn offers as a default. To connect with people you may not know, request a connection through a group. When making these connections write an introductory message explaining who you are, how you found them, and why you would like to connect.

OTHER FUNCTIONS

Research companies Locate up-to-date information about organizations.

Research alumni Search all Indiana University alumni currently on LinkedIn.

Locate jobs Find job opportunities in a variety of industries.

LinkedIn Higher Education Access presentations, videos, and tips for students.

The screenshot shows a LinkedIn profile for David Xiao. The profile is divided into several sections:

- Education:** University of California, Berkeley, Economics, B.A., 2010 - 2014 (expected).
- Volunteer Experience & Causes:** Big Buddy, Skyline High School, September 2012 - May 2013 (9 months) | Education. Mentored an Oakland high school student through the college application process, helping him get into his dream school.
- Skills & Expertise:** Most endorsed for... Economics (12), Start-ups (11), Due Diligence (10), Venture Capital (10), Management (10).
- Honors & Awards:** The Achievement Award Program, UC Berkeley. Four-year scholarship awarded to community-minded students with a proven track record of academic success.
- Courses:** University of California, Berkeley. Microeconomic Theory (Econ 101A), International Monetary Economics (182), Public Economics (230A).
- Projects:** Venture Capital Financing in India, May 2013. For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper. 5 team members: David Xiao (Econ Major and Aspiring Financial Anal...), Paul Smith (Student at UC Berkeley).
- Recommendations:** Received (2). Venture Capital Internship, Berkeley Ventures. Tim Lee, Partner. David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities. We don't normally hire undergrads as interns but after working with David, we will again! November 13, 2013, Tim managed.