LINKEDIN

FROM THE BUCKNELL UNIVERSITY CENTER FOR CAREER ADVANCEMENT

Why LinkedIn?

MAKING YOUR LINKEDIN PROFILE WORK FOR YOU

Its mission is to connect the world's professionals to make them more productive and successful. It is for professional networking only and, as of 2024, has over 1 billion members! 95% of recruiters are on LinkedIn - by filtering for skills, field of study, location, years of experience, job titles, and other keywords, recruiters can identify candidates quickly.

Creating Your Professional Profile

This is your opportunity to develop your professional brand and showcase your accomplishments for potential employers.

THE BASICS

Professional photo of yourself (available at on-campus career fairs)

- 90% of LinkedIn members only visit profiles with a picture

Personalized LinkedIn URL that is consistent with the name on your resume

- Visually appealing and helps your profile appear more often in external search results

Strong headline highlighting who you are and the role you are looking for (You can also add location)

- Weighted heavily in LinkedIn's search algorithms, so use industry keywords and skills

About/Summary

- Clearly articulate who you are, what you've accomplished, what you're looking for on LinkedIn, and what you can offer an employer
- "Elevator pitch" or brief summary of experiences and successes that incorporates relevant skills and keywords. See examples*
- Don't waste space by repeating your Headline

Education

- Include your schools, major(s) and minor(s), study abroad, and summer programs
- Include on campus organizations not identified under "Position/Experience"

Position/Experience

- List your jobs and internships, even if part-time, what you accomplished, and skills used and developed in each position
- List leadership roles in campus organizations

Skills

- LinkedIn members who included at least one skill had 13 times the number of profile views
- Identify the skills and values relevant to the industry you want to work in and make sure they are highlighted in this section

RECOMMENDED

Courses

- Highlight by title (not course code) and relevance to your career goals and the opportunities you are pursuing

Featured

- Show off! Feature your best articles, posts, documents, photos, websites, videos, presentations and ePortfolios

Recommendations

- Request a recommendation from individuals in your network

OTHER ACCOMPLISHMENTS AND ITEMS YOU CAN INCLUDE

- Volunteer experience
- Projects
- Honors & Awards
- Grades or Test Scores
- Organizations not included in Education and Experience sections

After Creating a Strong Profile... Use LinkedIn to its Fullest

SCAN HERE
TO CONNECT WITH
LINKEDIN ALUMNI

GET STARTED!

- ☐ Join at least two groups relevant to your interests, including the Bucknell Alumni Group, where you can sort by major, industry, employer, location and skills
- ☐ Respond to at least two discussions in a group or posts, which will result in expanding your brand's footprint
- ☐ Find at least three former colleagues or classmates to connect with, and personalize your request to connect *See examples
- ☐ Choose five people from your network to endorse for skills (Make sure you know them personally or have witnessed the skill)
- ☐ Like/Follow at least two companies within your chosen industry, and engage in conversations to build your professional presence
- ☐ Ask at least one person in your network for an introduction in your field of interest

KEEP GOING!

- ☐ Send personalized connection requests to YOUR network! (Friends, mentors, faculty, classmates, members of student organizations, teammates, Bucknell and high school alumni, former supervisor(s) and family friends, etc.)
- ☐ Continuously update your profile with posts related to your job search activity, so employers in your network can see how serious you are about your career
- ☐ Search the "Jobs" section for specific positions/ companies to see how you may be already connected
- ☐ Search topics and join relevant groups
- ☐ Research companies, and follow them to stay updated on company news and job alerts
- ☐ Prepare for interviews by researching employers, news, statistics and potential interviewers
- ☐ Access Bucknell's subscription to LinkedIn Learning to learn new skills and add certificates of completion to profile

EXAMPLES

HEADLINE

- "Bucknell Junior majoring in Chemistry interested in Pharmaceutical industry; Varsity Tennis Player"
- "Bucknell Senior Political Science and History Major seeking an Entry Level Position in Marketing or Public Relations"
- "English and Political Science major at Bucknell | Student Government President | Writer for Student-Run Newspaper"

ABOUT

"With a background in Communications and an undergraduate degree in Biology, I am particularly interested in the interplay between science and policy and believe research can be better communicated to decision-makers to encourage evidence-based policy options. My goal is to find a role within the environmental field focusing on policy research or communications."

CONNECTION REQUEST

- "Hello. I am a Bucknell [class year], majoring in [major] and interested in adding you to my network as I explore careers and industries related to my major."
- "It was a pleasure to talk to you at the recent career fair on [insert date and location]. I am interested in staying connected and adding you to my network."

RECOMMENDATION REQUEST

"I'm actively seeking an [internship or entry-level position], and I was wondering if you would be willing to share a few words about our work together at Company XYZ."

Bucknell UNIVERSITY | Center for Career Advancement

Center for Career Advancement | Bucknell University | 570-577-1238 | career@bucknell.edu | careercenter.bucknell.edu | @BucknellCareer

Revised 7.25