

# STUDENT GUIDE TO LINKEDIN



Building connections leads to a network of individuals that can help you think about and explore career ideas. LinkedIn ([www.linkedin.com](http://www.linkedin.com)) is a professional networking site and a great way to expand your connections, build your brand, keep up with professional contacts, and join groups of interest.

## Profile Photo & Headline

For your photo, select a professional, high quality photo of yourself with a simple background. Smartphones work well for taking your photo. Your headline should tell people what you're excited about and what you want to do in the future. Think of your headline as the slogan for your professional brand.



## Customized URL

Your customized URL can be added to your resume and makes your LinkedIn easier to find.



## Summary

Your professional summary should describe what motivates you, what you're skilled at, and what's next. Remember to highlight relevant experiences.



## Experience

List the positions you've held, even if they were part-time, along with what you accomplished at each. Include titles, locations, and dates for each position.



## Organizations

Have you joined any clubs or organizations at school or in your community? Be sure to describe what skills you used or what you did with each club or organization.



## Education

Starting with college, list all the educational experiences you've had. Include location, degree, majors, minors, and dates.



## Volunteer Experience & Causes

Even if you weren't paid for a position, be sure to include it. Recruiters often see volunteer experience just as valuable as paid work. It also shares more insight into who you are and what you care about.



## Skills & Expertise

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



The screenshot shows a LinkedIn profile for John B. Ennie. At the top, there is a search bar and a navigation menu. The profile header includes a profile picture, the name 'John B. Ennie', and the headline 'Honors graduate seeking finance position. St. Joseph, MN'. Below this, it lists 'Previous Education' as 'Career Ambassador Saint John's University'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '153 connectors' badge. The URL 'www.linkedin.com/johnbennie' is visible. The main content area is titled 'Background' and lists several sections: Summary, Experience, Organizations, Education (with details for Saint John's University), Volunteer Experience & Causes, and Skills & Expertise. The Skills & Expertise section shows 'Most endorsed for...' with a list of skills and their endorsement counts: Economics (12), Start-ups (11), Due Diligence (10), Venture Capital (10), and Management (10). Each skill has a small grid of profile pictures representing endorser avatars.

## Accomplishments

You can select which sections to include to highlight your accomplishments. Courses, languages, honors and awards, and projects are just a few examples.




## Recommendations

Ask managers, professors, coaches, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.



### Additional LinkedIn Tips

- Update your career interests to notify recruiters if you are open to opportunities.
- Connect with other Bennies and Johnnies and send a personalized message.
- Update your profile regularly - post about events you're attending, projects you've completed, or other news.
- Join career interest groups and CSB/SJU alum groups.
- Follow companies/organizations of interest.

 Honors & Awards

 Courses

 Projects

#### Recommendations

Received (2) ▾

Finance Internship  
ABC Company



"John B. Bennie is motivated and driven to help businesses problem solve and find solutions. His attention to detail and team player attitude made him a great addition to our team as an intern."

# BUILDING CONNECTIONS

## Why is it important?

- Building connections is one of the most effective career exploration and job search strategies.
- Learn about careers from the inside and find out about internship/job opportunities that are not advertised.
- Build a list of contacts in your field of interest.
- Future employment: recruiting stats indicate 70-80% of jobs are landed using a network.

## How can I build connections?

1

### LinkedIn

Through LinkedIn, you can find and connect with CSB/SJU alums through the College of St. Benedict, Saint John's University, and the joint College of Saint Benedict and Saint John's University LinkedIn pages by using the LinkedIn alumni tool.

2

### Handshake

Use Handshake to both search and apply for jobs, network with other Bennie and Johnnies on the platform, and register for events to help you explore employers, volunteer, and graduate school opportunities.

3

### InterAction

InterAction connects CSB/SJU students with alums for a casual, informal career conversation. Select an alum based on career interests to meet for lunch, coffee, or virtually.

4

### SEAM Program

The Student Exploration through Alum Mentorship program matches students with alums for three informational interviews, two informational interviews with a colleague, and one site visit either in-person or virtually during spring semester.

## Next steps...

- Complete your LinkedIn profile and have it reviewed by a career mentor.
- Join the CSB/SJU Career Connections and CSB/SJU Alums LinkedIn groups.
- Start building connections through LinkedIn, Handshake, InterAction, and/or the SEAM Program.