

guide to LINKEDIN



IMPORTANCE OF YOUR PROFILE: LinkedIn is an essential component of most every employer's recruitment plan and should be an essential part of your job search preparation.

Join at any point: No matter where you are in your Mizzou experience or beyond, LinkedIn helps you:

PROMOTION	Market your experience: 90% of recruiters regularly use LinkedIn
RESEARCH	Explore employers, alums, professionals, and companies
GROUPS	Network with professionals and learn industry information
JOBS AND INTERNSHIPS	Check out and apply for opportunities in your field
FOLLOW	Keep up with employers, individuals, and news through your feed

START YOUR PROFILE: Start filling in the available sections with information from your resume, and then add some other key sections to communicate and promote your best professional self.



Photo. A profile with a photo is **11 times** more likely to be viewed than one without! Don't have a professional photo? Attend a **LinkedIn Photo Day** hosted by the MU Career Center for a FREE headshot, then upload it to your profile.

Headline. Include a short tagline about yourself to let connections know more about you, your experience, and what you have to offer. Include industry-related keywords and the basics about what you are doing now, or what your goal is if you are job seeking.

Education. Include your university, department, major, and any minors, emphasis areas, or concentrations.

Experience. Treat this section like an online résumé without the typical one-page limit! Use strong action verbs that reflect transferable skills by conveying what you did, how you did it, and why it matters.


Additional Profile Sections. Use your resume content to build LinkedIn profile sections pertaining to you, like Volunteer Experience, Organizations, Courses, Projects, Honors & Awards, and more.

Skills. Add skill areas and show off strengths through these key profile areas. Others can also endorse your skills, and you can identify skills on other people's profiles as well.

You've got a great start! Now begin crafting your About section.

MAKE YOUR PITCH: Provide an introduction to the employer and convince them to learn more about you.

About. This section is your academic and professional summary. The first two lines are the most important because they are visible on a public profile without hitting the “see more” button. Highlight key accomplishments, talents, and skills you possess. Be sure to mention opportunities you are seeking. You can start by reviewing industry keywords, your overall profile information, and summaries of your connections for inspiration.



3-5 POWER WORDS/PHRASES THAT DESCRIBE YOUR UNIQUE TALENTS, SKILLS AND STRENGTH	ACCOMPLISHMENTS, CONTRIBUTIONS, OR ACTIVITIES YOU HAVE BEEN INVOLVED IN	MAIN CAREER GOAL, NEXT STEP, OR WHAT/WHO YOU ASPIRE TO BE	INDUSTRY/POSITION- SPECIFIC KEYWORDS

Sample Summary. As a University of Missouri student pursuing a Bachelor of Science in Biochemistry and a minor in Chemistry, I am seeking an internship where I can contribute to innovative research as part of a collaborative lab team.

I bring related experience working in the Biological Sciences Division research lab, where I have developed skills in performing SDS-PAGE on a daily basis. My mentors and team members trained me well in documenting and reporting lab work coinciding with GMP. In addition, I have experience using an IR Spectroscopy and analyzing IR Spectra through the chemistry laboratories required in my coursework.

As of now, I am interested in pursuing an experience at a large chemical company where I can use my background and skills to help with projects done on a large industrial scale.

Congrats! Your profile is ready to go. Now start making some connections.

START REACHING OUT: Get your network started by personalizing your requests and giving/getting recommendations.

Connect with people you know first. Start with peers, coworkers, faculty, and even family members. Personalize invitations to connect, especially when reaching out to professionals: after you hit “Connect”, chose to “Add Note”. Mention where you met or a topic you have in common. This personal touch will increase the odds of acceptance.

Accumulate recommendations. Ask for short recommendations from people who can attest to your skills. You can easily request recommendations through LinkedIn that will automatically be added to your profile.

Tip: A great way to get recommendations from others you know is for you to write one for them!

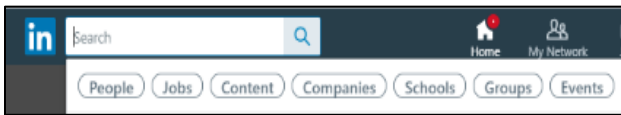
Invite Laura to connect

Build a quality network by connecting only with people you know.

Message (optional)

Hello Laura! I am a graduate student at the University of Missouri, you spoke at a workshop on campus regarding molecular physics and time travel. I greatly enjoyed your insight on these topics and would be interested in continuing the conversation. I hope we can connect, thank you!

RESEARCH AND EXPLORE: LinkedIn offers insight into companies, industry trends, company contacts, alumni, and much more.



Research Tool. LinkedIn serves as an invaluable resource to find out more information about professionals, companies, industry trends, events, and more. Do a keyword search to get started, and then filter your results to your desired area.

Who could you research?

CURRENT NETWORK: who are they connected to?

PROFESSIONALS YOU HAVE MET: connect with and message

HIRING MANAGERS: anything unique to connect with them on?

LEADERS/EMPLOYEES: what has their career path been?

PEERS: what do their profiles look like? Get ideas!

COMPANY PAGES: about, jobs, people, feed

Did You Know...

Your LinkedIn profile automatically comes up as one of the first results when employer searches your name online.

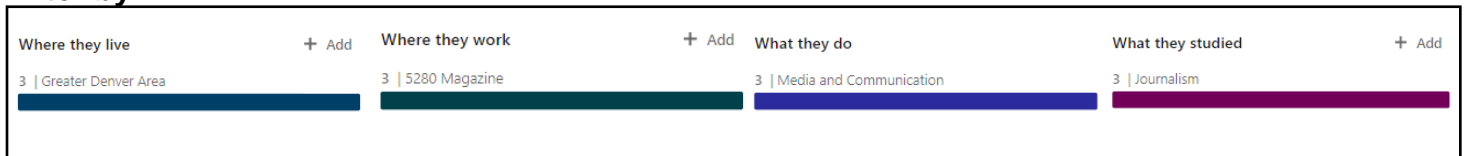
Make sure to show them you are ready to take on the professional world by creating and maintaining your profile!

Searching for Mizzou alums. Whether you are searching for some ideas of what you can do with your major, interested in connecting with a professional with whom you have something in common, researching fellow Tigers is an excellent way to use LinkedIn.

Let's say Truman is a sophomore Journalism student who is interested in interning in Denver, and wants to connect with an alum working at a targeted publishing firm.

Start by searching for **University of Missouri-Columbia** and then select "Alumni" on the left navigation.

Filter by:



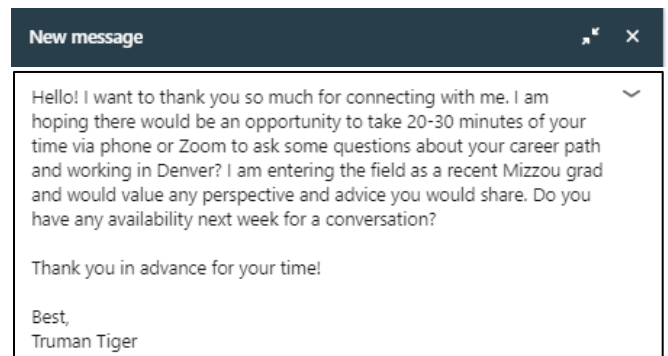
Truman found 3 alums who studied Journalism, live in Denver, and work at the desired employer.

Next Steps.

Research their profiles to find out more about their work experiences and background

Connect with them, including a note as to why you are reaching out and what you have in common

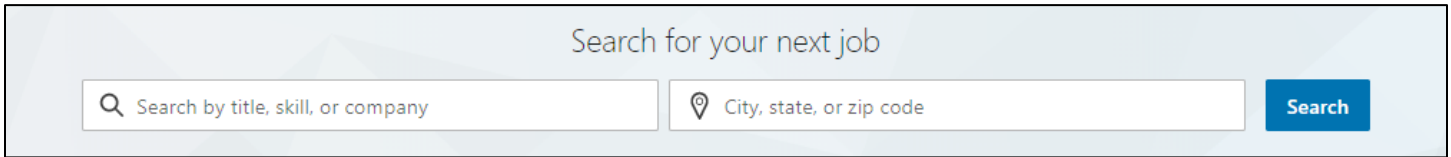
Send a follow up message to find out if they would be interested in communicating with you about their career path and provide any advice about your industry.



You've now learned about professionals in your field. Find out what else you can do.

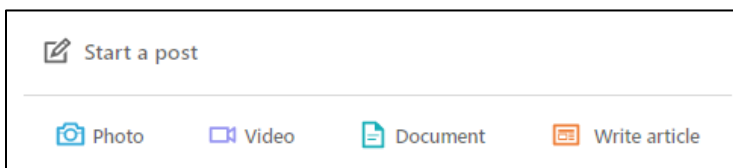
ADDITIONAL USES: There are numerous ways you can utilize this platform to learn more about your industry and find useful information.

Search Jobs. There are over 20 million employers and millions of open jobs on LinkedIn. Use this platform to apply for positions, or simply to see what is available in your industry while you are a student to better prepare for the future.



Join and actively participate in groups. LinkedIn has many groups to choose from; find a few that are applicable to you and contribute to discussions. Ask questions and engage others in discussions you are passionate about. Keep it positive! Find groups to join by clicking on the **Filtered/Advanced Search Bar** (upper left-hand corner, magnifying glass) and going to the “Groups” tab.

Use and follow hashtags. Type in topics of interest in the Search bar at the top to find hashtag and view the feed. Then click the Follow button to keep seeing new results. You can also click Follow on hashtags from posts in your feed.

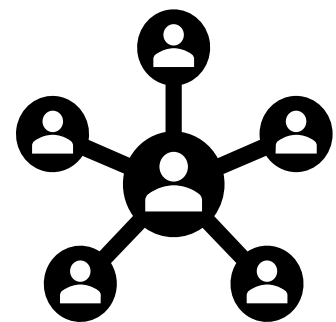


Post and comment in your feed. A great way to engage with and get noticed by professionals is to regularly post in your LinkedIn feed. This works much like other social media feeds, but you will want

to stick to sharing or creating posts that are academic or professional in nature. Consider sharing your accomplishments, events you are participating in, or articles related to your field of interest. Remember to comment on other’s posts as well.

LINKEDIN ACTION ITEMS: Complete this list to create your profile and utilize its features for job search success

- ENHANCE SUMMARY, HEADLINE, URL, PROFILE
- CHECK NOTIFICATIONS AND SETTINGS
- ADD SECTIONS
- BUILD SKILL ENDORSEMENTS AND RECOMMENDATIONS
- RESEARCH ALUMS AND PROFESSIONALS
- CONNECT WITH AND MESSAGE OTHERS
- JOIN GROUPS AND BE ACTIVE
- FOLLOW HASHTAGS
- SEARCH JOBS
- COMMENT ON YOUR FEED



next steps:

Talk with a Career Specialist for one-on-one assistance: <https://career.missouri.edu/connect>
Check out more resources at <https://career.missouri.edu> > Resources tab