

# guide to LINKEDIN



## IMPORTANCE OF YOUR PROFILE

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

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
INFORMATION	Keep up with employers, individuals, trends, and news through your feed

## START YOUR PROFILE



**Photo.** A profile with a photo is **11 times** more likely to be viewed than one without! Don't have a professional photo? **Stop by our Selfie Studio** in the Career Center anytime while we are open to take a headshot to drop into 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 resume 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.*



Career Center  
University of Missouri

Lower Level  
Student Success Center

(573)882-6801  
career.missouri.edu  
career@missouri.edu



## MAKE YOUR PITCH

**About.** This section is your academic and professional summary, like the “tell me about yourself” question. The first two lines are most as they are visible on a public profile without hitting the “see more” button.

- **Highlight** key accomplishments, talents, and skills.
- Mention opportunities you are **seeking**.
- **Review** industry keywords, your profile, and About sections of your connections for inspiration.

### Sample.

“University of Missouri student with a passion for bio-based innovation, pursuing a B.S. in Biochemistry with a Chemistry minor. Seeking an internship to leverage my research skills and contribute to chemical projects within a collaborative lab environment.

Hands-on experience: Daily operation of SDS-PAGE in a Biological Sciences Division research lab, fostering meticulous documentation and reporting adhering to GMP. Proficient in IR Spectroscopy and spectral analysis thanks to rigorous coursework.

Beyond the lab: Customer service experience honed ability to explain complex processes clearly, serve as a valuable resource for colleagues and customers, and navigate conflict resolution.

Thriving in a large-scale environment: Particularly interested in an internship at a chemical company, where I can contribute to large-scale industrial projects”

### AI Tool Tips

Use AI tools to help you hone your draft with these prompt suggestions:

#### Amplify headline and About section

“Enhance my LinkedIn [About section] using my [resume]”

#### Enhance messages to professionals

“Improve this [message draft] to a University of Missouri alumni who is working in [position] at [employer] to request an informational interview.”

#### Add to your Experience section

“Pretend you're a recruiter searching for candidates in [industry]. Review and enhance my [LinkedIn experience section] to support my internship search. Explain your thought process.”

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

## START REACHING OUT

**Connect with people you know first.** Start with peers, coworkers, faculty, and 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

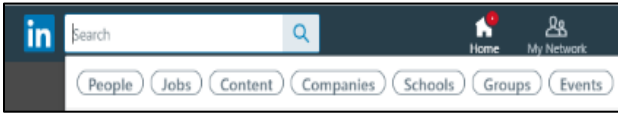
×

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



**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:

Where they live	+ Add	Where they work	+ Add	What they do	What they studied	+ Add
3   Greater Denver Area		3   5280 Magazine		3   Media and Communication	3   Journalism	

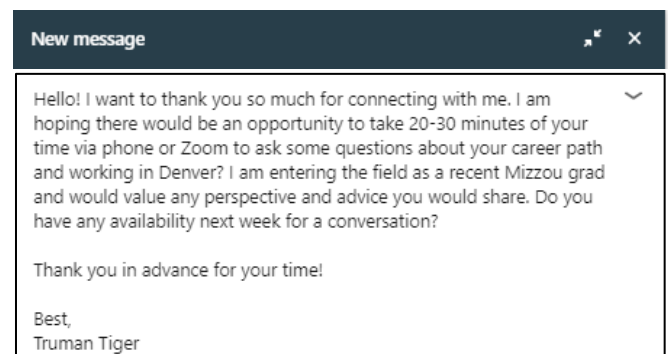
Truman found 3 alums who studied Journalism, live in Denver, and work at the desired employer.

### 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

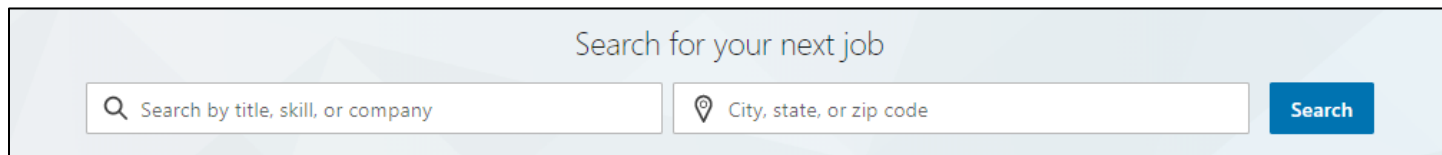
Send a follow up message to find out if they would be interested in communicating with you about their career path and provide any advice about your industry.



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

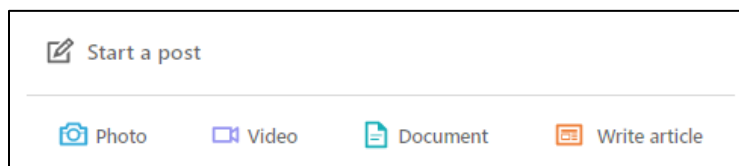
## ADDITIONAL FEATURES

**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.

A screenshot of the LinkedIn search bar. At the top, it says "Search for your next job". Below this, there are two input fields. The first field has a magnifying glass icon and the placeholder text "Search by title, skill, or company". The second field has a location pin icon and the placeholder text "City, state, or zip code". To the right of these fields is a blue button with the word "Search" in white.

**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.

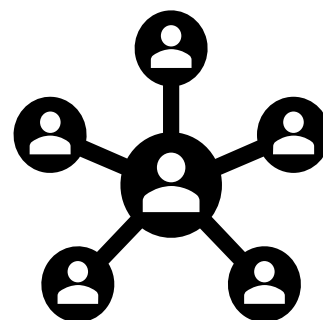
A screenshot of the LinkedIn "Start a post" interface. At the top, it says "Start a post" with a pencil icon. Below this, there are four options: "Photo" with a camera icon, "Video" with a video camera icon, "Document" with a document icon, and "Write article" with a document icon.

**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

- ☐ ENHANCE ABOUT SECTION, 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
- ☐ USE AI TOOLS TO ENHANCE YOUR CONTENT AND MESSAGING



*next steps:*

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