

Building Your LinkedIn Presence

Many people underestimate the importance of having a **positive online presence**. Social networking sites, such as LinkedIn, can provide great ways to connect with professionals and to promote your professional online image.

You can use LinkedIn to:

- Learn more about trends in specific industries and organizations
- Follow industry experts and engage in meaningful conversations with your connections
- Search for jobs at www.linkedin.com/studentjobs
- Connect with alumni from Florida State University through www.linkedin.com/alumni or the Florida State University Career Center group
- Join groups related to your academic and career interests

Take a look at the different sections in this guide to help establish your presence on LinkedIn. Remember that you can always come into The Career Center for help!



FLORIDA STATE
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The
Career Center
linking futures



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's 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 any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile includes a profile picture, a headline 'Econ Major and Aspiring Financial Analyst', and location 'San Francisco Bay Area | Financial Services'. It lists previous work at Berkeley Ventures and education at the University of California, Berkeley. The 'Background' section contains a 'Summary' and an 'Experience' section for a 'Venture Capital Internship' at Berkeley Ventures. A presentation titled 'INTRODUCTION TO VENTURE CAPITAL' is also featured. The 'Organizations' section lists 'Berkeley A Capella' as a 'Lead Singer'.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't 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 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're 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've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

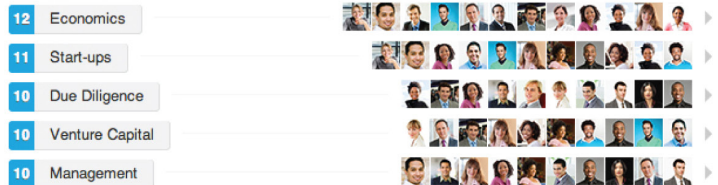
Big Buddy

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...



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



Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2



Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.



6

Update your status regularly.

Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



7

Show your connectedness.

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



8

Collect diverse recommendations.

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9

Claim your unique LinkedIn URL.

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).



10

Share your work.

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?



Get a Great Profile.

Get going at www.linkedin.com



How to Communicate Effectively on LinkedIn

Ensure your messages, comments, and updates stand out from the crowd.

1

Be authentic.

Communicate on LinkedIn the same way you would in professional interactions outside of LinkedIn. No need to be overly formal or change your style – be real, be you, but be professional.

2

Customize your connection requests.

Instead of using the generic “I’d like to add you to my professional network on LinkedIn” message, tailor each request. Remind him/her where you met or explain why you want to connect. They’ll be more likely to respond.



3

Be responsive.

Reply within a few days to connection requests, personal messages, or comments on group discussions you post. Stay on top of your LinkedIn inbox! This will keep you top-of-mind with people and opportunities.

4

Research before reaching out.

Review a person’s profile before contacting him/her on LinkedIn. You’ll make a stronger connection by highlighting things you have in common or specific aspects of his/her experience you want to discuss.



5

Be targeted and personalized.

Stay away from stuff like, “Hi everyone – I’m sorry for the mass message!” Your connections are more likely to respond to personalized messages. If you do want to announce something in a mass way, use a status update instead.

6

Be careful with introductions.

If you're asked for an introduction to someone in your network, remember that your reputation is on the line. Unless you're confident in recommending someone or you know the connection well, it's okay to politely refuse.



7

Keep it short and sweet.

In today's busy world, no one wants to read long, dense paragraphs on their computer or smartphone. Keep your profile summary, messages, group discussion postings, and recommendations clear and to the point.



8

Proofread.

Remember that everything you post on LinkedIn could be seen by a wide audience (even private messages could be forwarded or saved). Represent yourself well by double-checking spelling, grammar, style, and tone.

9

Give more than you take.

Balance your needs on LinkedIn with those of your connections. In addition to updating your own status and asking for help or connections, try commenting on other people's updates and helping with their requests.



10

Always say thank you.

When someone answers a question you've posted, provides an introduction, suggests a job, or otherwise helps you on LinkedIn, send him/her a thank you message. The golden rule applies online just as much as it does in person.



LinkedIn™

Communicate on LinkedIn.

Get going at www.linkedin.com

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The Career Center at Florida State University

Location, Hours, and Contact Information

The Career Center is located in the Dunlap Success Center (DSC), situated in the heart of campus at the corner of Woodward Avenue and Traditions Way, across from the Denny's and next to the Student Life Building.



Drop by The Career Center

Monday - Friday, 8 a.m. - 5 p.m.

Meet with a Career Advisor

Monday - Friday, 9 a.m. - 4:30 p.m.

Tuesdays until 8 p.m.

during most of the fall and spring semesters

Live Chat with a Career Advisor
at career.fsu.edu

Career Center Reception

850.644.6431



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for **Florida State University
Career Center**



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@FSUCareerCenter

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