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. Don’t forget that you can always come into The Career Center for help!
LinkedIn Profile

- **Photo**
  Add a professional-looking profile photo to be 7x more likely to be found in searches.

- **Headline**
  Stand out with a keyword-rich headline that describes how you want to be known on LinkedIn.

- **Summary**
  Write a brief summary describing your professional background and aspirations.

- **Experience**
  List all the jobs you’ve held, along with brief descriptions of each role.

- **Education**
  Add all the schools and colleges you’ve attended.

- **Skills & Expertise**
  Add at least 5 key skills to your profile.

- **Recommendations & Endorsements**
  Get recommendations and endorsements from former colleagues, clients, managers, and classmates.

- **Location & Industry**
  Add your industry and ZIP code so recruiters looking for candidates like you can find you.

- **URL**
  Customize your profile URL and put it on your website, resume, email signature, and business cards to drive traffic to your LinkedIn profile.

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Settings

- **Privacy settings**
  Control what others see about you and what types of notifications are sent out to your network.

- **Add email addresses**
  Add all your email addresses to avoid accidentally losing access to your account.

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http://responsys.hs.llnwd.net/5/responsysimages/content/linkedin/LIJobSearchTipsChecklist4-3-13.pdf

Building Your LinkedIn Presence
Building a Great Student Profile
Showcase your experience and interests.

1. **Craft an informative profile headline**
   Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. **Pick an appropriate photo**
   LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

3. **Show off your education**
   Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

4. **Develop a professional summary**
   Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

5. **Fill “Specialties” with keywords**
   “Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

6. **Update your status weekly**
   A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. **Show your connectedness with badges**
   Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. **Collect diverse recommendations**
   The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

9. **Claim your unique LinkedIn URL**
   To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

10. **Share your work**
    A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

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How to Network on LinkedIn

Follow these easy steps to get connected now.

1. **100% complete = 40x more opportunities**
   You can’t build connections if people don’t know who you are or see what you have to offer. Your LinkedIn profile is your online business card, resume, and letters of rec all in one. Users with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. **You’re more experienced than you think**
   The more information you provide, the more people will find reasons to connect with you. Think really broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.

3. **Use your Inbox**
   Contrary to popular belief, networking doesn’t mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the “real world.”

4. **Get Personal**
   As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you’re being referred by a mutual friend, write a brief intro of who you are and why you’d like to connect. You’ll impress people with your personal touch.

5. **Join the “In” Crowd**
   Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

6. **Lend a (virtual) hand**
   As you build connections and group memberships, think about what you can do to support others. Comment on a classmate’s status update or forward a job listing to a friend— you’ll find that your generosity is always rewarded (and you’ll feel good about it!)

7. **Update your status #early and #often**
   Networking is not just about who you know; it’s about who knows you. Stay on other people’s radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #fin. Mention events you’re attending, projects you’ve completed, and other professional news.

8. **Question (and answer) everything**
   LinkedIn’s Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people’s questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

9. **Do your homework**
   Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you’re scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you’re meeting.

10. **Now step away from the computer!**
    Be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

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Top 10 Online Job Hunting Tips
Here’s how LinkedIn can help you find and attract the best opportunities.

1. Make time
Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.

2. Get noticed
What better way to impress a recruiter than to have a professional networking profile be the first search result for your name? Completing your LinkedIn profile to 100% will increase your search ranking and give employers a good impression.

3. Be keyword savvy
Make sure your profile is full of keywords that will attract a recruiter’s attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to jargon and industry-specific words, include leadership terms (captain, president) and action words (managed, designed.)

4. Reach out
Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, internship colleagues and others. Once you’re connected, send each person a friendly message on LinkedIn, asking if they would keep an eye out for the particular kind of job or jobs you’re seeking, or if they can introduce you to other helpful contacts.

5. Spread the word
To build your credibility and stay on people’s radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you’re attending and good career news.

6. Get into groups
Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a “Jobs” tab.

7. Search high and low
LinkedIn’s job postings don’t just tell you who is hiring, they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

8. Follow companies
When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you’d like to work and click “Follow company.” That organizations activities (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

9. Persist (without pestering)
Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

10. Use the LinkedIn Student Jobs Portal
You can access entry-level jobs and internships at some of the best companies worldwide at our student and recent grad job portal. http://linkedin.com/studentjobs

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Q: How often should I check LinkedIn?

A: While logging in daily is ideal, what’s most important is that you maintain a consistent presence and respond to messages and connection requests in a timely fashion. LinkedIn will send you a Network Update once a week or once a day -- you can use that email as a reminder to log in and send someone a note, respond to a request or post to a group discussion.

Q: How do I make sure my LinkedIn profile is professional?

A: First, be totally truthful and never stretch the facts -- remember that your profile is public. Next, post a photo that is professionally appropriate (no pets, quirky backgrounds or funny expressions). Finally, write up your experience and credentials as you would present them on a resume or cover letter. Your writing can be a little less formal on LinkedIn, but proper grammar, spelling and proofreading are essential.

Q: What’s the best way to request to connect with someone?

A: LinkedIn provides a basic message “I’d like to add you to my professional network on LinkedIn,” but it's a good idea to customize your requests. You’ll get a better response rate if you write a brief, personalized, polite note to each potential connection reminding them how you met (if necessary) and explaining why you’re interested in connecting -- e.g., to ask for advice or to keep in touch after meeting at a conference.

Q: How do I ask for an introduction?

A: When you request an introduction, you’ll be prompted to write a note to your mutual connection and then a separate note to the person you want to meet. In both cases, draft a compelling subject line and a short note that introduces you and explains why you hope to connect. Just remember never to ask directly for a job -- it’s neither polite nor appropriate.

Q: What should I do if someone doesn’t respond to my connection request or message?

A: There is no guarantee that everyone you want to connect with will want to connect with you. If you haven’t heard from a potential connection in over a month, it’s okay to send that person an email to say that you’ve reached out and would like to connect. If that doesn’t work, it’s best to move on to people who are more interested or responsive.

Q: How many groups should I join?

A: The number of groups you belong to on LinkedIn should reflect approximately the number of professional affiliations you have (or want to have) in real life. For instance, if you attend college, are an accounting major and love social media, it would be great to join your alumni group, an accounting group or two and a social media group or two. To get the most benefit from group participation, quality trumps quantity.

Q: What is the most polite way to ask someone to write a recommendation?

A: Most importantly, you want to request recommendations from people who really know you and your work, such as former bosses or professors. Customize each Recommendation Request with a polite, gracious and personalized note, and provide a few words outlining the accomplishments or qualities this person might mention about you. And, of course, always thank the person for writing the recommendation.

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http://University.linkedin.com/sites/University.linkedin.com/files/Q%26A-%20LinkedIn%20Etiquette.pdf
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. Visit The Career Center today!

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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, or Live Chat with an Advisor at career.fsu.edu

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