

LinkedIn

Networking Guide

FSU | **CAREER CENTER**



Profile Quick Setup

- ☐ **Profile Photo:** Your photo should be a current Professional photo, with your face clearly visible. Be in attire appropriate for your field. Stay away from filters and noisy backgrounds.
- ☐ **Background Photo:** Your profile background makes your profile stand out, so it's up to you! It could be a group photo, career-related, or aesthetic art. LinkedIn also provides a small selection of backgrounds that you can utilize.
- ☐ **Headline:** This can be your current job title and company. However, you can also use this to highlight your values, skills, or passions and description of what you do.
- ☐ **Education:** List your degrees or educational accomplishments and the institutions you attended.
- ☐ **Location:** City, State, Country is the most common listing. However, you can list your location as something like "Greater ____ Area" instead of a specific city. (Ex. Greater New York Area instead of New Jersey)
- ☐ **Industry:** Keep your industry current so that other people can more easily find you or your page. This will help you connect with relevant opportunities, connections, and contacts.
- ☐ **Profile Summary:** This is your chance to tell your story, why the skills you have matter, and the difference they can make in your workplace. Here you can go beyond your career history by showcasing your character, passions, or life outside work and how you got to where you are, or where you want to go.
- ☐ **Experience Section:** Similar to a resume, this is where you list your various roles and the accomplishments you achieved during your time in that position. Focus on the highlights and be sure to tag companies
- ☐ **Licenses & Certifications:** List any licenses or certifications you have.
- ☐ **Skills:** Here you can list your skills and attribute them to different professional roles or education



Sarah Tallahassee She/Her [Add verification badge](#)
Student at Florida State University
Tallahassee, Florida, United States • [Contact info](#)

Profile Tips!

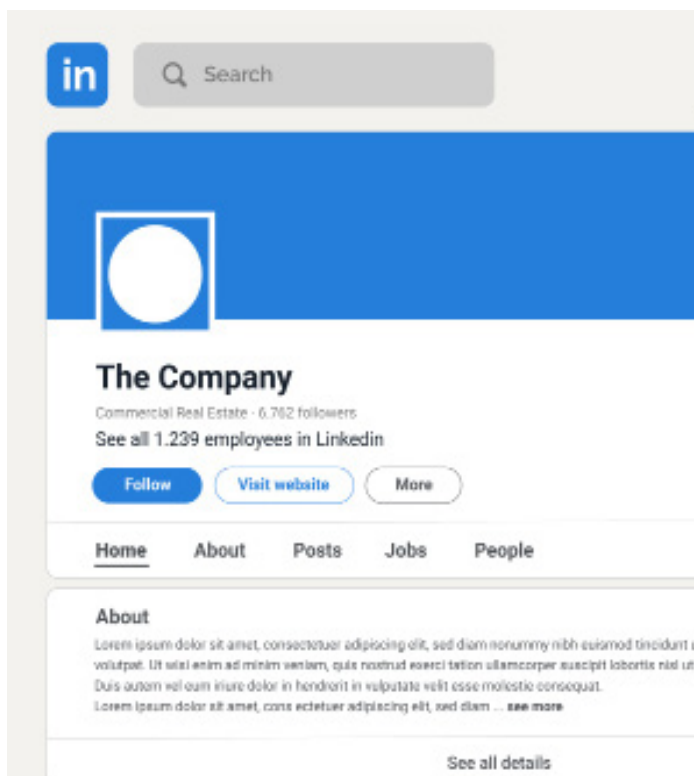
- Consider setting up name pronunciation
- Verify your profile through the mobile app
- Add your pronouns to your profile
- Keep your industry and location current

Importance/Value of LinkedIn

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, or mobile web experience. A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education. You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

7 Benefits

- 1) Organized, virtual network of contacts (1 billion users worldwide)
- 2) Way to connect with recruiters (95% of recruiters use it) and apply for jobs
- 3) Research companies (67 million registered companies)
- 4) Join interest based or professional groups
- 5) Establish yourself as an active, knowledgeable professional in your field (share insights and be endorsed)
- 6) Build your brand (share achievements, milestones, articles)
- 7) Learn from educational/helpful posts



What Employers are Looking for in a LinkedIn Profile (according to InsightGlobal, FSU Career Center partner)

1. A FULL Profile with a Professional Photo & Summary
2. Relevant Skills & Experience
3. Educational Background (ex: degrees)
4. On-campus Involvement (ex: organizations)
5. Off-campus Involvement (ex: jobs or internships)
6. Referral Recommendations
7. Location Preference

Digital Networking

Cultivating and expanding your network is one of the primary benefits of LinkedIn. Starting with peers, professors, mentors and coworkers can build out a basic web of relevant connections to jump start your profile.



Networking Benefits

1. Greater learning opportunities
2. Broader career prospects
3. Access to leaders' insights
4. More immediate job options

LinkedIn messaging and written connection requests

With the free version you have 5 notes per month when requesting to add someone as a connection. When writing your message consider:

TIP: Make sure your messages are personalized, Persuasive, clear (what are you asking for?) and in a friendly tone that isn't self-serving (what's in it for them?)

- How do you know them/where did you meet? (in a meeting or event/at a career fair/Alumni from your program/etc.)
- What do you hope to gain from the connection? (know what you want: seeking info about role/company, trying to grow a relationship, a line to a future employer or mentor?)

Message Examples

Option #1 [Name], your professional journey really stood out to me. I'm very interested in building my career as a [role]. Since you've been in that position, would you have some time to offer me a bit of advice on pursuing this? I would really appreciate a brief call at your convenience.

Option #2 Hi [Name], you've built a really interesting career in [industry], and [mutual contact] mentioned you were a great resource as she revised her resume. Since I'm hoping to advance from [your current role], I'd love to get your brief take on my resume if our schedule allows it.

Option #3 Hi [Name], I saw that your company is recruiting a [role name]. Since it seems you'd work directly with this person, it would be wonderful to hear your thoughts on the role. I'm looking to get some clarity on the role and responsibilities before I apply. Do you have a few minutes to speak with me about it in the next week or two?

Alumni Tab Feature

The Alumni Tab feature, located in school's profile, lets you explore profiles of alumni from specific institutions (where they live/work, what they do/studied, their skills, etc.) Helps you find people you already have something in common with (your alma mater) and may be working in your dream role!

Message Examples

Subject: Quick Question From A Fellow [School] Alum

Hi [Name],

My name is [Your Name] and I'm a [School] alum who's interested in [Mention Career Goal]. I found your information while I was looking for people who [Insert Professional Reason]. Your experience really stood out to me, and I was excited to see that we both went to [School].

I'd love to learn more about your experience at [Company/Industry]. If you have a few minutes to chat or connect via email, I'd be really grateful!

Best,

[Your Name]

Networking Tips

Expand Your Network: Connect with former colleagues, industry peers, and contacts to increase your visibility on LinkedIn. Make sure to connect with your Career Liaison, as they often repost industry-specific positions. Join community groups that you're interested in.

Engage with Content: Interact with posts by others in your industry, comments you make and what you like show up on your feed, so it is important to keep interactions respectful and professional. This helps in building your reputation and visibility.

Seek Opportunities: If comfortable, directly appeal to your network for job opportunities. Follow relevant people and companies to stay updated on industry trends and openings.

Follow Up After Interviews: Even if you didn't get the job, maintain connections with recruiters and hiring managers. Thank them for the opportunity and express interest in future roles.

By actively participating in LinkedIn's social aspects, expanding your network strategically, and maintaining professional relationships, you can enhance your career opportunities and visibility.

Presence on LinkedIn.



Photo and Headline

It doesn't have to be fancy. You can simply have a picture taken in front of a plain background. Wear a nice shirt and smile!

Should be a professional photo of you alone, facing the camera (Check out the Career Centers Professional Photobooth for an easy option). No party shots, cartoon avatars or puppy pics! Use a profile picture that represents you, professionally. This helps humanize your profile and makes you more approachable.

Headline – a short, memorable professional slogan. Write a headline that creatively explains your value and passion for your job. The site automatically makes your headline your current job title and employer but ways to **make it more memorable include**: Add your specialty, Major, Incorporate your future job, Include what you do, Show off accolades.

Summary

- Summary receives the most prominent position on the screen in LinkedIn, so it's a great place to tell your story
- Think of your summary as your "elevator pitch." It should tell people what they can expect from you, what you do in your current position, why your company is great, and highlight your strengths
 - a.** Summary expands on your headline, highlights your specialties, career experience, accolades, and thought leadership. It's an important tool for advancing your career and marketing your skills.
 - b.** Describe what motivates you, what you've done, what you're skilled at, and what's next for you. Should be concise and confident.
 - c.** Can use first person or third person, just keep it consistent. Try to avoid technical jargon here.

Experience

- Use the experience section to tell your story. LinkedIn is not only a job board, so your profile doesn't have to read like a resume. Write 2-3 concise sentences on your major wins for each position, and how you brought value to your team
- List the jobs you've held, even if they were part-time, along with what you accomplished at each. You can even include work samples, videos, links to websites
- Can also include internships, whether they are paid or unpaid

Education

- Add your schools. Many people want to network with alumni from their school as you have something in common and an instant connection
- Include your schools, major(s), minor, courses, and study abroad or summer programs. Can also include your GPA, test scores, honors and awards, activities you're involved in

Other Sections/Interests

- Courses: List the classes that show off skills and interests you're most excited about
- Certifications you've earned
- Honors & Awards: Honors you've earned in or out of school
- Publications: Articles, books, blog posts, etc.
- Other categories, such as languages, organizations you're involved with, projects you've worked on
- Volunteer experience, you can write 2-3 bullets describing what you did for the organization
- Join groups in the industries you work in and are interested in learning more about. Engaging in discussions will help you develop yourself as a thought leader in these industries. Leverage articles from your newsfeed or top influencers to start a conversation in a group

Show Your Work!

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!

Ideas for posts or projects you can share on your page:

- Values/Beliefs
- Career Mission
- Career Goals
- Interests

TIP: Look to other profiles for inspiration

People who are already using LinkedIn can be the best way to learn how to use it! Especially those in your industries of interest - someone who wants to be an artist will have a different profile than someone going into finance. Consider who has a career you want and examine what they're doing with their own LinkedIn profile.

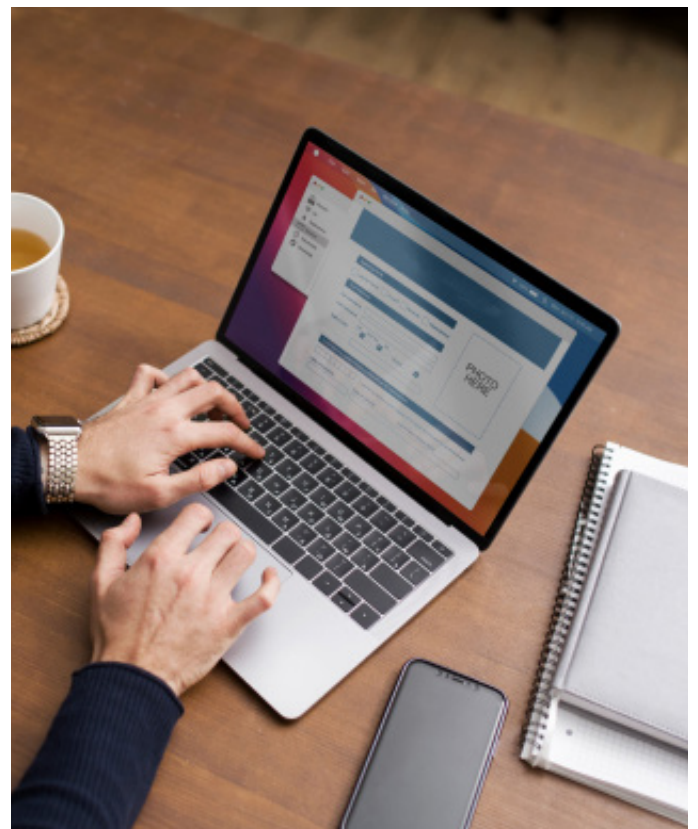
Find someone who uses LinkedIn to its fullest! Some people use the features of LinkedIn more than others. Finding someone who uses many aspects of LinkedIn is a great way to maximize your usage of it, too!

Things to look at from others in your industry / your inspirations:

- Description
- Profile Picture
- Header
- Headline
- Experience
- Anything else you notice about what sections they do or don't use?

If people you look up to don't use LinkedIn, try looking for people in your favorite organizations. You can see who works at certain organizations on LinkedIn through their page's People tab.

Remember: You can also find people by searching through Alumni Tab on Florida State University's page!



Recommendation & Endorsements

Recommendations

Testimonials to your business and professional skills, written by your connections.

Very similar to a reference

- Ask your favorite professors
- Ask your internship boss
- Peers
- Mentors

Take time to request recommendations. Ask managers, professors or classmates who have worked with you closely to write a recommendation. This gives extra credibility to your skills. 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. Note that people can also see the recommendations you've given.

Recommendations from people you've worked with carry a lot of weight. Remember that if someone writes you a recommendation on LinkedIn, it's polite and professional to write one for them.

Tip : Don't ask people you don't know for recommendations!

Endorsements

A validation or recognition that you receive on your mentioned skills. This section is where you can include keywords and phrases that recruiters search for, making it easier for them to find you. Find relevant words in job listings that appeal to you and profiles of people who have the kinds of roles you want.

Some of the top skills to list include:

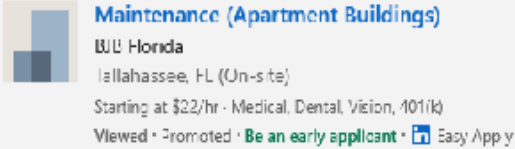
- Critical thinking
- Problem-solving
- Research
- Negotiation
- Leadership
- Communication
- Writing

Don't wait for people to visit your profile and validate your skills. Instead, ask for it! But, what is the right way to ask someone to endorse your skills on LinkedIn?

Here's how to go about it: Take your time to write personalized messages. It is a good idea to start with a greeting, then recall quick details of some project the two of you worked on together. Then, finish by gently asking if they could endorse your skill(s).

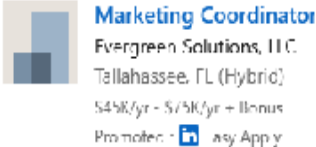
Searching for & Applying to Opportunities

Searching for opportunities can be overwhelming when you don't know where to start. Here are some tips for finding and applying to LinkedIn opportunities.









Search LinkedIn Jobs

The first step should be the LinkedIn job boards. While perhaps the most obvious place, knowing how to utilize this to search for relevant positions is crucial. Consider using the built-in filters like Date Posted or Experience Level to help you hone your search.

DO: Use filters to narrow down your search to relevant positions

DON'T: Apply for everything and anything.

Optimize Your Profile for LinkedIn Search

Many recruiters utilize LinkedIn as part of their candidate-finding process. Make sure that your profile can get their attention by creating one optimized for LinkedIn search.

To increase your chances of being contacted, you should fill out your entire LinkedIn profile to show that you're serious about your work. In your profile sections, have the most common skills and proficiencies for your field present. (Headline, summary, work experience, etc.)

DO: Highlight your skills and proficiencies

DON'T: List skills, proficiencies, or certifications that you don't have

Search Newsfeed Posts

Did you know you can also search posts? This may reveal posts by recruiters and company pages announcing their openings, and sometimes including jobs that aren't on LinkedIn's job board.

You can toggle sorting between "Relevance" and "Latest" to reveal different content. Try different keywords (such as your city, remote work, or position type) or add search operators to your query to return a variety of results.

Other Features

LinkedIn Groups

- LinkedIn groups provide a place for professionals in the same industry or with similar interests to share their insights and experiences, ask for guidance, and build valuable connections.
- You can find groups to join by searching at the top of your homepage or viewing the groups you've already joined. You can also create a new group focused on a specific topic or industry.
- Once you're a group member, you can join conversations, find answers, and send message requests to other groups.

LinkedIn Premium

LinkedIn Premium promises features at a monthly or annual cost. These include

- AI-Assisted profile and messaging help
- Interview and Resume Help
- Job Search Help
- Send messages to people outside of your network
- See who's viewed your profile while staying private yourself
- LinkedIn Learning (already available to FSU students)
- Already available to you as an FSU Student

In short: LinkedIn Premium is a costly service that serves to maximize how you use the social network. However, many of the services provided or enhanced are available to you for FREE as an FSU student and alum.



LinkedIn Learning

LinkedIn Learning is FREE for FSU students - all you have to do is connect your FSU Account.

1. Go to its.fsu.edu/LinkedInLearning
2. Click "Sign In"
3. Sign In with your FSUID and password

(You may also find LinkedIn Learning on your myFSU portal, under Resources!)

LinkedIn Learning is a great resource to learn new skills or enhance your current set! It is full of all kinds of podcasts, video courses, and learning paths. Topics include coding languages like Python, communication skills, Adobe Photoshop, and Microsoft Excel. Many courses include quizzes and project files for practice. LinkedIn also can display that you've completed the course on your profile. There are even sets of courses that grant professional certifications or exam preparation! They're in collaboration with software companies like Microsoft, Adobe, or Atlassian.

The LinkedIn Learning logo, featuring the word "LinkedIn" in blue with a square icon containing the letters "in", followed by the word "LEARNING" in a smaller, blue, sans-serif font.

Start
developing
your talent
today



Programs

FSUShadow

Participate in a one-day job shadowing opportunity and gain first hand experience in a career field of your choice!

FSU Career Pathways & Badging

See both big-picture objectives and real-time progress as you earn badges to display your work and accomplishments.

InternFSU

High-impact experiential learning opportunities for students to gain professional experience on-campus complimentary to their field of study or career goals.

Employer In Residence Program (EIRP)

Spend an afternoon with the pros! Score exclusive industry tips, career path insights, and personalized feedback, right here on campus.

Services

- Resume/CV Help
- General Career Advising/Counseling
- Mock Interviews
- Career Liaison Advising
- Virtual & In-Person Workshops

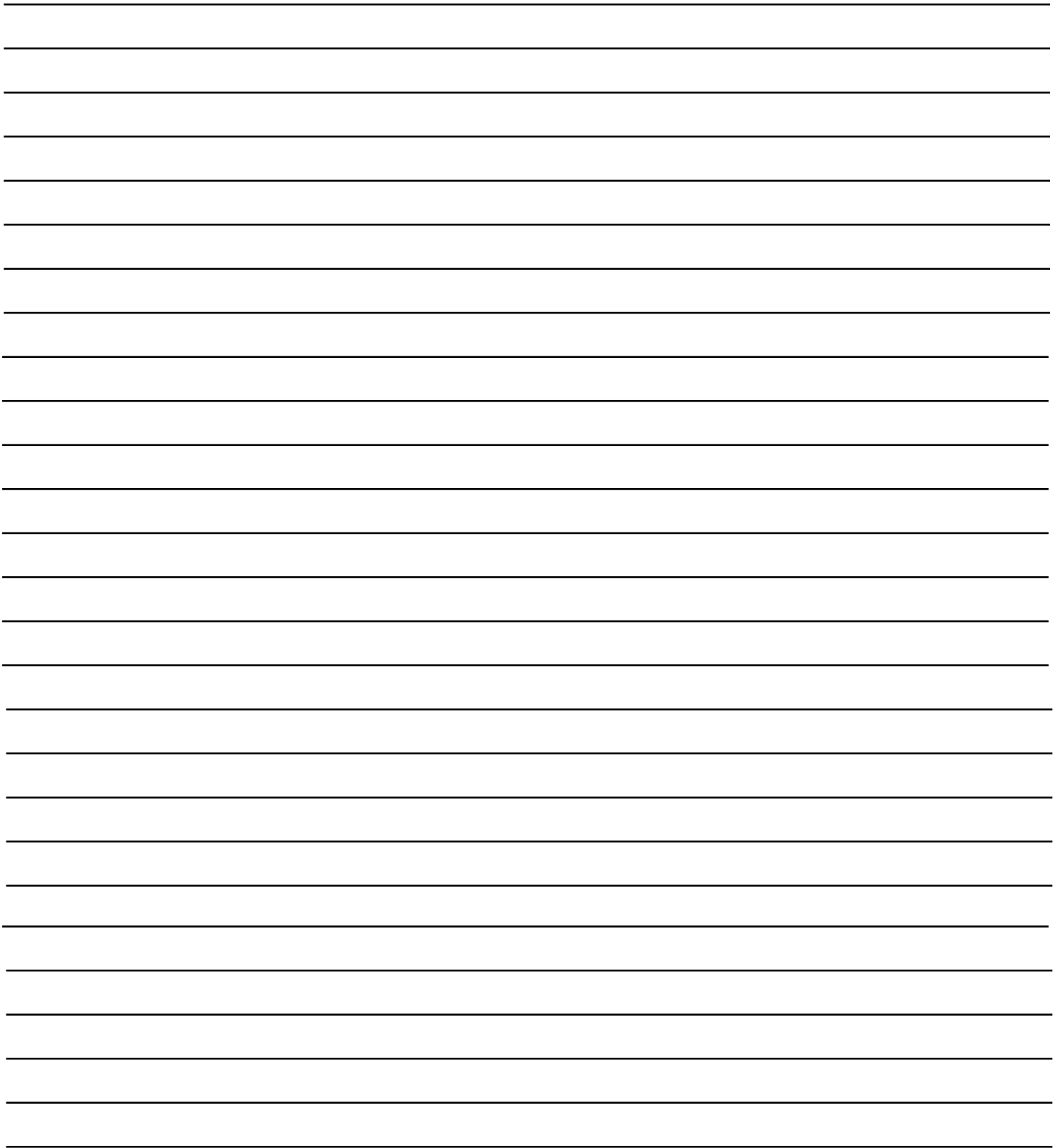
Resources

- Professional Clothing Closet
- MentorFSU
- Career Library
- Computer Lab
- Online Tools/resources
- Professional Photobooth

NoleNetwork

Are you overwhelmed with the online job search?

Find pre-vetted jobs, internships, events, and career resources all in one place, free to all FSU students and Alumni.



**For Events, Jobs and
more info checkout
NoleNetwork**



**Career Guides &
Resources**



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