



## Center for Student Experience & Career Development: LinkedIn Guide



### An essential job search and networking resource

LinkedIn is the world's largest professional networking social media platform with over 300 million members, including 32,000+ Framingham State University alumni. Search for these Alumni by searching Framingham State University, and then clicking on Alumni.

Both hiring managers and job seekers are frequent users of LinkedIn to search for other professionals and contacts. It is estimated that between 70 and 85% of jobs are found through networking. You can increase your network by reconnecting with friends, extended family members, classmates, alumni, mentors, former employers, and internship supervisors.

#### An online presence will help you to:

- **Manage information that is publicly available about you in a professional manner**
- **Find connections with organizations when you need to research companies prior to applying for employment**
- **Discover additional professionals through your connections so you can continue to expand your network**

Even while in school, college students can begin to build an online professional presence by including brief descriptions of previous work and volunteer experience, completed college courses, and relevant skills. LinkedIn is also a great tool to research specific companies and discover new professional contacts in the field you are preparing to enter following graduation.

Your LinkedIn profile should include a profile headline that describes your academic major and relevant coursework and knowledge.

#### Sample headlines:

- \* Accounting student with working knowledge of QuickBooks
- \* Biology major with experience in a biochemistry lab

LinkedIn also has specialty groups related to your prospective career. As an alum, you will be able to join the Framingham State University Alumni Group on LinkedIn.

### WHY USE LinkedIn?

Use LinkedIn to connect with Framingham State alumni and others in your field to grow your network and make connections that may help you land a job or internship. Many jobs that are not posted publicly are filled through referrals from current employees. Developing a strong network through LinkedIn can ensure that you are on that list of referrals!

### YOUR LinkedIn PROFILE

**Photo**—Dress professionally and have a friend take a picture of you from the shoulders up, against a neutral background. Your profile is 7x more likely to be viewed if you have a high-quality photo.

**Headline**—Your headline should tell people who you are today and your interests. Example: Third-year business marketing student seeking internship position in social media.

**Summary**—Think of this as a short cover letter that tells readers who you are, what your key skills are, and what you are interested in professionally.

**Education**—Starting with college, list all of the educational experiences you've had, including study abroad experiences and summer programs. Feel free to include your major, minor, important coursework, GPA, major projects or research, and awards.

**Experience**—List all of the work experience you have, including unpaid, and what you accomplished at each job. You can pull this information from your resume, but no need to use bullet points—one or two sentences per experience is enough.

**Skills**—This section is for you to highlight skills that you have demonstrated. Recruiters often search for job seekers by using skills keywords, so be sure to include important keywords related to your field.

## GETTING THE MOST OUT OF LinkedIn

**Making Connections**—Who should you connect with? Professors, classmates, family, friends, job and internship supervisors and co-workers, and alumni. When you want to connect with someone send them a short message to remind them where they know you from and to ask to connect.

**Groups**—Joining groups can help you stay up to date in your field and make new connections. Join the FSU Alumni group, groups representing your industry, and organizations you belong to or volunteer for.

**Add to Your Profile**—You can add information to the Accomplishments section of your profile to highlight your involvement and achievements, including projects, languages, honors and awards, Etc.

**Recommendations and Endorsements**—Reach out to your contacts to ask for endorsements of your skills and for recommendations from professors or supervisors. Return the favor for others by endorsing skills, commenting on their updates, or forwarding a job listing.

**Search for Jobs and Internships**—Use the Jobs tab to search for jobs and internships in your field. You can also signal to recruiters that you are actively or casually looking and what types of positions you are open to. LinkedIn will let you know if you have any network or alumni connections at a particular company you plan to apply to.

## TIPS FOR SUCCESS

**Keep it Professional**—LinkedIn is a professional networking tool. Do not include any personal details and make sure everything you share is career-related.

**Keep Your Profile up to date**—Recruiters use LinkedIn to search for potential candidates. Update your profile regularly to reflect your experience and interest areas.

**Check Your Work**—As a final step, come into the Career Services to ask us to review your profile. Ask the reviewer to check spelling and grammar and to make sure that your goals are reflected in your profile.