



Name \_\_\_\_\_ Date \_\_\_\_\_

## Part I: Setting Up Your LinkedIn Account

### Go to [www.linkedin.com](http://www.linkedin.com)

1. Fill in your name and email, and then choose a password. (Check out the tips for creating smart passwords.)
2. Click "Join now." (This assumes that you have read the terms and conditions and are in agreement with them.) Note that LinkedIn changes its home page regularly; follow the instructions as they appear on the page if they differ slightly from these.

Now you are ready to start your professional profile. You will be asked to check if you already have friends on LinkedIn who are in your email address book. Hold off on doing that. You will discuss with your counselor during the Networking tab how to build your network.

### Creating smart passwords is a skill in and of itself. Tips:

- Make your password at least eight characters long.
- Use a combination of numbers, letters, punctuation, and symbols.
- Don't use the same password for everything.
- Don't use a sequence (1234) or characters that repeat (2222).
- Don't use personal information, like your birth date or phone number.

If you have a number of passwords to remember and you're going into memory overload, keep your passwords in a secret spot. Don't leave the list out next to your computer!

Choose a good password!





## Getting LinkedIn, cont....

As you build your profile, use the following student sample as a guide: <http://www.linkedin.com/in/studentsample>.

### Part II: Building Your LinkedIn Profile

Stellar Ideas	Think-Again Ideas
A photo of you teaching in the sixth grade classroom where you did your internship.	A photo of you in the sixth grade when you had the worst haircut ever. Everyone thinks it's hilarious.
A brief PowerPoint on the rise and fall of the housing market, which you developed for your culminating project in Advanced Economic Theory. You got an A.	A lengthy PowerPoint on the Civil War, which you developed as a high school sophomore. You got a C+.
A short publicity video of everyone in the company you worked for last summer; you included, cheering at the grand opening of the new office.	A short video of you and your friends fooling around while you wait for the bus.

**1. Get Started.** Sign in to LinkedIn. Then click Profile (it's in the upper left corner of the page) and select Edit Profile.

**2. Choose a Location.** For some college students, this can be tricky. Do you think you might move home after college? Do you think you might move to a city that's a hot spot for your industry? Until you're sure where you'll live after graduation, choose the city where your college is located.

**3. Choose an Industry.** What career are you pursuing? Which industry is it in? That's the industry to select here. Examples of industries: biotechnology research, education management, or law. Click the Industry drop-down menu to see all of the possibilities.

**4. Profile Picture.** Add your picture to your profile. Your LinkedIn picture shouldn't be a shot of you wrestling with your dog, as cute as that may be. This picture should convey that you are a capable and responsible soon-to-be professional. If you don't have a picture that you think will work, ask your counselor to take one of you.

**Say It and See It.**  
LinkedIn gives you the option to include visuals in your profile, such as videos, images, and presentations. These tools can strengthen your profile if they're used correctly. But the wrong photo or video gives the wrong impression. Consider these examples, and run your ideas by your counselor before you post any visuals.



## Getting LinkedIn, cont....

- The picture should be a headshot. Your shoes might be fly, but employers want to see your face.
- Smile! Silly or cranky faces have no business on LinkedIn.
- Wear something appropriate. It does not need to be a suit, but it shouldn't be a Lady Gaga T-shirt either.
- Choose a neutral location, such as at your desk. Don't use a picture taken in a busy subway station or in line at McDonald's.

**5. Headline and Summary.** These sections in your profile are very important, but skip them for now. Your counselor will help you work on them soon.

**6. Background: Experience.** Use your resume to help you complete this section. You can copy and paste information from your resume into your profile. Fill in information about the jobs and internships that you've had. Include your position, the company (and its website), and the dates that you worked there. Also, include a brief description of your responsibilities and achievements at each position.

**7. Background: Education.** As you did in the Experience section, copy the information from your resume about your education and add it to this section.

**8. Background: Additional Sections.** The following list shows some of the optional sections that you can complete as part of your profile. These sections are über important for college students. While you may not have years of experience in your industry, you can use these sections to show off your achievements.

Like your resume, your LinkedIn profile is a work-in-progress. You should frequently check your profile and add any new information, like a new job or new location, by going to "Edit Profile."



## Getting LinkedIn, cont....

Section	Example
Projects	You want to be a museum curator, and you organized a show of mixed-media work at your college.
Languages	You speak Farsi.
Publications	You want to be an environmental journalist, and your report on fracking was published in the alumni magazine.
Honors and Awards	You want to be an engineer, and you received second place in your category at the Maker Faire.
Test Scores	You had above-average SAT scores.
Courses	You want to be a teacher, and you took an advanced course on special needs education.
Certifications	You want to be a pediatric nurse, and you are already certified in infant CPR.
Volunteerism and Causes	You want to be a social worker, and you spent a semester volunteering at a homeless shelter.

**9. Background: Skills and Expertise.** In this section, highlight professional skills that you've acquired that make you an attractive candidate for a job. This table shows examples of skills you might use.

### Sample Skills

Microsoft Word	customer service	Microsoft Excel
website design	PowerPoint	writing
social media	Photoshop	sales
problem solving	public speaking	teamwork
research	retail	time management



## Getting LinkedIn, cont....

Come up with 3 to 5 skills to highlight on your profile. Make sure that these are skills that you have, as opposed to skills that you'd like to develop. For example, if you are on the debate team, public speaking is definitely one of your skills. But if you'd like to become better at public speaking because you want a career in politics, don't include that as a skill yet.

Write the skills in the space below. Share them with your group and get their feedback about whether they think mentioning these skills will strengthen your profile. If you want to make changes based on the feedback you receive, do that—and then add your skills to your profile.

### **My Skills**

- 1.
- 2.
- 3.
- 4.
- 5.

Once you form a network, the people in your network will be able to endorse your skills. In the Networking tab, you will learn more about endorsements. Ask your counselor if you have questions.



## Getting LinkedIn, cont....

### Part III: Writing Your LinkedIn Headline and Summary

#### The LinkedIn Headline

Your headline should be a clear and concise statement of your current status as a student and your professional goal. And, it needs to be less than 120 characters. Sound tricky? It can be! Summing up who you are and what you want in a few words isn't easy. You want to make each word in your heading count.

First, check out the following headline examples for inspiration. Then write a headline of your own. Share it with your group and get their feedback. Next, write another draft of the headline and include it in your profile. (Go to Edit Profile to add your headline.)

#### Examples of Headlines

- UCLA '13 Graduate. Interested in Sales Position in B2B E-Commerce.
- Public Health Major and Arabic Speaker. Seeking Entry-Level International Development Position.
- Award-Winning Student Journalist. Interested in Internship with Major News Outlet.

#### My Headline: First Draft

#### Feedback on My First Draft

#### My Headline: Final Draft

**Resume vs. LinkedIn Profile**  
For the most part, your resume is seen only by managers at the companies you've sent it to. They already know what you're applying for. But all kinds of people see your LinkedIn profile: managers hunting for great talent, colleagues who can alert you to a job lead, and people you've contacted about a job or an internship. Your LinkedIn profile can cause opportunities you haven't even applied for to surface.



## Getting LinkedIn, cont....

### The LinkedIn Summary

Now that you've written your headline, it's time to write a summary to back it up. Your LinkedIn summary will expand on the information you gave in your headline by explaining who you are, what you want to do, and what you can bring to the table.

Your summary will be longer than your headline, but you still want it to be short and snappy. Try to make it no more than 200 words. You don't want to tell your life story. Put yourself in your future employer's shoes: what would you want to know about you?

Begin by reading this example summary and discussing it with your group:

**Headline:** *Award-Winning Student Journalist. Interested in Internship with Major News Outlet.*

**Summary:** *I am a dedicated student journalist who is on track to graduate in 2014 with honors from the University of Colorado-Boulder. My goal as a reporter is to tell meaningful and underreported stories about people and events in my community.*

- *Four years of experience pitching and producing daily stories on government and the environment for the school news site*
- *Created and maintain heavily trafficked blog about student activism*
- *Received excellence award for contribution to article on effects of suburban sprawl*
- *Tenacious, driven, and principled*

Now spend a few minutes thinking about what information you want to include in your summary. Use the following questions to help you come up with ideas. Put your notes in the following chart.



## Getting LinkedIn, cont....

- What is your professional goal post-graduation? (You may want to look at your iStartStrong results or your Post-Grad Plan.)
- What experience have you had that will help you meet your professional goal?
- What are one or two skills that you have that will help you meet your professional goal?
- What are a few character traits that you have that would be of interest to an employer?

### Information I Want to Include in My Summary

Next, write your summary. Some LinkedIn summaries are a short paragraph, others are a list of bullet points, and others use a paragraph and bullets, like the example for the student journalist. Use the format that you think will work best for you. Effective summaries, like effective resumes, use active verbs and descriptive adjectives. Use the lists of active verbs and character traits at the end of this handout to get ideas.





## Getting LinkedIn, cont....

<b>My Summary</b>



## Getting LinkedIn, cont....

Share your summary with your group. Make changes based on their feedback, and then add your summary to your profile. (Go to Edit Profile to add your summary.)

Examples of Character Traits				
ambitious	cheerful	diligent	industrious	punctual
approachable	confident	efficient	innovative	relaxed
articulate	cooperative	energetic	meticulous	resourceful
autonomous	creative	enthusiastic	open-minded	responsible
calm	determined	flexible	organized	technological
charismatic	devoted	focused	procedural	versatile

Examples of Resume Action Verbs				
accomplished	achieved	analyzed	arranged	assisted
built	coached	collected	compared	compiled
conceived	conducted	created	demonstrated	designed
developed	developed	directed	edited	established
improved	initiated	interpreted	invented	maintained
operated	organized	participated	planned	prepared
presented	processed	produced	programmed	proposed
sold	solved	summarized	revised	wrote



## Getting LinkedIn, cont....

### Part IV: Easy Steps to Connect

**Congratulations!** You now have a professional online presence. You've set up your LinkedIn account and created a profile.

In the Networking tab, your counselor will give you detailed information about building a strong professional network. But for now, use these easy steps to connect with the people in your group.

1. Type the person's name into the search field at the top of any LinkedIn page.
2. Click the person's profile. (If it is a common name, several profiles may appear.)
3. Underneath the profile heading, click the blue Connect button.
4. Choose an option indicating how you know the person.
5. Send the invitation.

**Note:** In the Networking tab, you will learn how to change this standard invitation to be personal and appropriate for the person you are inviting. In fact, you would never use this standard wording to invite an important new contact to link with you. For now, you can try out personalizing this invitation as you send it to your counselor and huddle mates to see how it works.