

# Build a Great LinkedIn Profile

As you make new professional connections, you need a place to stay in contact. LinkedIn is the **premier platform for creating and maintaining your professional online presence**. On LinkedIn, you can engage with your connections, expand your network, and search for job and internship opportunities.



## LinkedIn Best Practices

1. Create a **custom URL** related to your name by going to your profile and selecting 'Edit public profile & URL.'
2. Connect with people you meet at career expos and other networking opportunities within **24 hours** of meeting them.
3. When connecting with someone, send a **personalized message** explaining the purpose for your invitation to connect.

*Hi Xiomara– I am currently a senior studying mechanical engineering at Oregon State and hope to enter the aerospace industry upon graduation. I noticed that you are an OSU alumna with experience in this industry. I would love to connect with you and learn more about your career path. Thanks in advance! -Phuong Quynh*

4. **Follow organizations** and influencers that align with your goals and values.
5. **Stay active** in your network and share, like and comment on posts you find interesting.

## Use the LinkedIn Alumni Search to Explore Careers and Network

Find out where your classmates and recent OSU alums from your program are working and how they got there.

Search for Oregon State University's page and click on the 'Alumni' tab. Then search for your majors or program by keyword. You can see where the alums are, follow their careers, make a list of possible companies and send messages to connect with them. Your affiliation with other Beavers may be your foot in the door of a great opportunity.

# Ten Tips for a Great LinkedIn Presence

**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 of you alone, professionally dressed. No party shots, cartoon avatars or puppy pics!

Profiles with photos are seven times more likely to be viewed.

## 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. Ask supervisors/mentors/managers to post something on your behalf.

## 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](http://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?