

UNIVERSITY OF MINNESOTA CROOKSTON CAREER SERVICES

LINKEDIN PROFILE GUIDE

The first step to get connected with professionals on LinkedIn is to develop a strong profile to showcase your education and experience.

MUST HAVES

PROFILE PICTURE

Do not choose a picture where you are with other people and have to cut yourself out. Have a professional picture taken, or simply dress up and stand in front of a white or solid colored wall and have your roommate or a friend snap a photo.

HEADLINE

Utilize the headline to give people a direct, memorable way to understand who you are or what you are looking for. Edit the headline to say “Microbiology Student at University of Minnesota” or “Senior Ecology Student at University of Minnesota Looking for Research Opportunities”.

CLAIM YOUR 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 your unique URL for your profile (i.e. www.linkedin.com/in/yourname).

CONSIDER ADDING MEDIA

You can add media files to your profile to showcase more of the work that you have done. Applications can include PowerPoint presentations, posting writing samples, photos, having a link to your blog, or if you have experience in a more creative field then you could add a portfolio display of your work to your profile as well.

Connect with People You Know and People They Know

Start by connecting with people in your immediate network. Once you are connected with them you will be able to see what other people they are connected with that may work in fields or companies that you are interested in.

Join Groups

The purpose of joining groups is to connect to people with whom you share similar interests or experiences. There are many groups that relate to various areas of interest including U of M major groups. Type keywords into the search box to see what groups exist that relate to your interests.

Research Companies

Look up companies on LinkedIn to learn more about them, see what connections you have within the company, learn about other employees in the company, see what jobs they have posted and research similar companies. “Follow” companies that you have a particular interest in for their new posts to show up on your Home page.

Access Alumni

Search for “University of Minnesota - School”. The resulting table will show you how many alumni are living in various cities, how many alumni work in a list of organizations and how many alumni work in certain fields. You can use the search boxes or click on various topics within the table to narrow your search of alumni. Below the table you will be able to access alumni profiles and connect with alumni that are working in areas and/or companies of interest to contact for informational interviewing or networking purposes.

Apply for Jobs & Internships

Use the LinkedIn search resource to see what opportunities are out there and which people within your network could connect you to that job or company. Also, look at the Student Jobs app for more assistance: <https://students.linkedin.com/>



MAXIMIZING LINKEDIN



The most important thing that you need to do when making connections is to personalize your message. Don't send the generic "I would like to add you to my professional network" message. Briefly introduce yourself, indicate what you have in common with the person (a contact, group, University of MN), and let them know what your interests are and why you would like to connect.

Summary

This section includes a brief overview of your education, experience and strengths in addition to indicating mostly your professional, but also a few personal interests. The best summaries are written in the first person and should be engaging to the reader. View the summary section of professionals in your field of interest or other students to get ideas of what to include in your professional summary.

Experience

Any related work experience or internships should definitely be included on your profile along with a description that highlights the skills that you used/gained there and accomplishments. Even jobs that may be unrelated to what you want to do (Landscape, Server, Lifeguard, Desk Attendant, etc.), think about transferable skills that you use(d) that would transfer over to jobs that match with your interests (communication, team work, problem solving, etc.). Don't leave the descriptions blank.

Education

Highlight your education at the top of your profile. Include all majors and minors. Add study abroad information under Activities and if you have a strong GPA (3.0+) include that in the Grade section.

Volunteer Experience

Highlight any volunteer experience here – include details if the work was higher level or related to your field.

Skills

Include both transferable skills and technical skills that are specific to the field(s) that you are interested in. View profiles of professionals in areas of interest to get an idea of what skills are important in their occupation or what skills they highlight in their profile.

Recommendations

Supervisors, advisors, teachers that you have had that are also on LinkedIn have the ability to post recommendations on your page for employers to see. These recommendations do not need to be long (paragraph or two). Solicit recommendations from a variety of people.

The most impressive profiles have at least one recommendation associated with each position a person has held.

Accomplishments

Default sections in your profile will be the Summary, Education and Experience sections. You will want to consider adding the following sections:

- Courses: Include courses that are related to what you want to go into. You do not need "CHEM101", you just need the title of the course.
- Projects: If you have design, research, independent or group projects that you have worked on you could highlight them in this section.
- Organizations: Instead of having your campus clubs and organizations in your education section, highlight them in their own section here – especially if you have held leadership roles in organizations.
- Honors and Awards: If you have received a number of honors and awards from various organizations then you could highlight them in this section.

**SUPPORT +
RESOURCES**

Looking for a resume review? Need formatting help?

Contact UMC Career Services Office
at umccareer@umn.edu to make an appointment
or for more information.

