



# CAREER DEVELOPMENT

## LINKEDIN GUIDE

### PROFILE BASICS

---

Your profile is key to setting up your success online. Just being on LinkedIn, however, is not enough. You need to know how to use it and have a complete profile. To have the best complete profile, make sure you at least have the following:

1. **A photograph:** Use a photo that is relevant to your profession and industry. This may mean you wear a suit or something edgier. When in doubt, go with the standard professional photo. Do not use a selfie; ask someone to take the picture for you. If you can tell someone was cropped out of the photo, change it.
2. **A Professional Headline:** Display an appropriate headline that contains elements that grab the reader's attention and use relevant keywords.
  - a. "Recent Xavier University Graduate Seeking Online Marketing Position"
  - b. "Xavier University Accounting Major/VP College Accounting Society"
  - c. "Psychology Major Graduating in December Looking for Internship Opportunities"
3. **Location:** Consider using the location of where you want to be. This will assist in you showing up in searches that recruiters perform targeting specific geographic areas.
4. **LinkedIn URL:** This is found under your photo and starts with *https://www.linkedin* and ends in your name and some numbers. Change and simplify this to just your name or something similarly professional. Why? You can share this on business cards, resumes, and more. To customize, hover over *Profile* and click on *Edit Profile*. Next, click on the pencil icon to the right of the URL found under your profile picture. Enter your name as you would like it to appear.
5. **Education:** This section is complete if the school, degree, field of study (major and minor), GPA (If 3.0 or higher), and activities and societies are listed. Do not list information from high school.
6. **Professional Summary:** Who are you and who do you want to be? The professional summary is pure gold and should not be overlooked. This is your chance to show personality and passion. Besides your photo, this is your first impression. It can be a couple paragraphs (4 max) but keep it concise and to the point. Typically recommended to be written in the first person, it should be typo-free and keyword rich. What should you say? Check out the summaries of professionals in positions you want to be in 10-15 years from now and see what and how they have written. Last, think about a call to action. Are you looking for a new job or internship? Consider writing something mentioning that. "I am seeking new opportunities. Please contact me via..."
7. **Experience:** List companies and dates where you have worked, volunteered, obtained military experience, or participated in school organizations. Be selective and relevant. Instead of copying and pasting those bullet points from your resume, consider writing a paragraph summary full of industry-specific keywords and your important accomplishments.

8. **Recommendations:** Not to be confused with endorsements, recommendations are actual summaries others will write about you. These are highly effective and can be quite impressive. Ask for these. This is a two-way street, though, so give back what you ask and write some professional recommendations for others.
9. **LinkedIn Groups:** LinkedIn is more than just connecting, it is professional development. Join groups including *Xavier University Alumni*. Not sure which other groups to join? Visit a Career Coach and check out the profiles of others in your industry. What groups have they joined? Want another reason to join groups? You can get around the need to be a first degree connection and directly message individuals that are in your groups.
10. **Courses:** Whether you already have non-academic experience or not, this section is for you! Show relevance and describe the course or relevant project in which you have participated.

Some other sections to consider including are:

- Language
- Skills and Endorsements
- Organizations
- Certifications
- Honors and Awards
- Projects
- Publications
- Posts
- Volunteer Experience

## FOUR WAYS TO USE LINKEDIN

---

LinkedIn is more than your profile and is useful to you not only in your job/internship search but also as a growing professional. This article briefly highlights the 4 ways to use LinkedIn. There are several others, so feel free to meet with a career coach to learn more or visit LinkedIn's student site: <https://students.linkedin.com/>

### 1) Find Jobs

- Input key terms into the top search box. Hit enter and then click on Jobs in the left column. Use the additional filters on the left to further narrow your search. Include "internship" as a keyword if you're looking for an internship experience.
- Be Found: Having your profile up to date and full of key words helps recruiters find YOU!

### 2) Target Companies

Not sure what companies to target? Not sure what companies even have positions in what interests you? Enter keywords such as position title (*Tip: If you put a phrase in quotation marks, e.g., "Business analyst", the search will look for that specific wording*) into the search box. *Tip: Use the city filter on the left if you are geographically bound.* Then, click on "People" on the left. Scrolling through the results you can see what companies employed them when they were a "business analyst" or whatever key words/phrase you used. Who knows, you may find companies never before considered!

### 3) Informational Interviews

Want to talk with someone from a specific company or in a certain career? Use the search box to find connections on LinkedIn and request a meeting, a phone conversation, and/or to connect. In your request, be specific about why you are reaching out – do NOT use the generic message.

### 4) Professional Development

This is one of the most overlooked parts of LinkedIn. Yes, LinkedIn is fantastic for posting your profile and looking for jobs and companies. However, did you know that it can also be used as a professional development tool? Join groups based on your industry and interests and use "Pulse" (Top news and insights found in the "Interests" drop down menu) to customize your experience and home page. Articles will show up specific to your customizations. Check them out to see what's trending in your areas of interest (useful for interviews) and who the movers and shakers are.