



LinkedIn

GUIDE



EASTIN CENTER
for CAREER READINES

AT SPEARS BUSINESS

PROFESSIONAL SOCIAL MEDIA FOR LINKEDIN



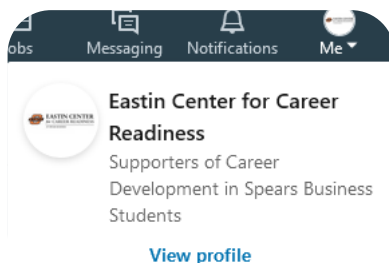
LinkedIn is a tool for students and alumni to build connections. It can assist you in creating a digital stamp that embodies your personal and professional brand. Through LinkedIn you can*:

- Create a profile that highlights your professional accomplishments
- Build and maintain a professional network
- Connect with colleagues and classmates
- Learn about companies and industries
- Discover new career opportunities and connect with recruiters
- Share thoughts and insights about what is new in your profession or industry

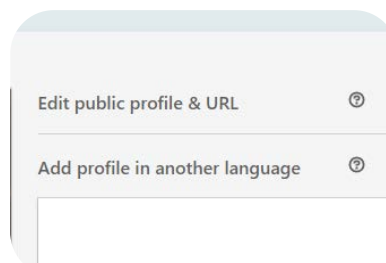
*LinkedIn.com

Suggestions for Effective use of LinkedIn:

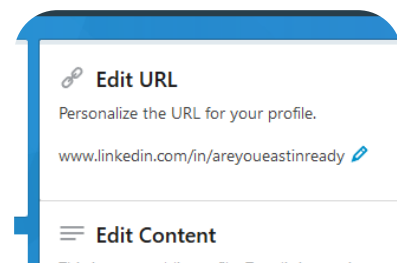
1. **Utilize the option to send a personal message to connect.** By sending a unique and tailored message invitation on LinkedIn, you can remind them of how you met, showcase your written communication, and make a good impression. Reach out to fellow students and alumni of your university, as well as recruiters and other industry professionals.
2. **Use the recommendations feature.** Think of recommendations as “living references,” because your personal brand is not just what you say about yourself- it includes what others have to say about you too! Personally ask some of your connections (especially supervisors from work or your advisor/professors who know you well) to write brief recommendations that specifically commend your skills in certain areas. If you ask someone to write a recommendation for you, offer a recommendation in return, or at least send them a thank you note.
3. **Be an active user.** Post articles, send congrats and a “thumbs up” message, like and share articles.
4. **Follow groups, companies, and industry leaders.** Especially those that you are interested in. This showcases your passion in the company, industry, or related topics.
5. **Customize your LinkedIn URL.** Especially if you are going to include this URL on your resume. Customized URLs make your profile easier to find in online search engine results. You can make a customized LinkedIn URL by following the prompts below.



Once you have logged into your LinkedIn account, go to your profile page. Select Me at the top right, and then select view profile.



Once your profile has opened, you will see these options listed to the top right of the screen. You can select to edit your public profile and URL.



Once you have selected the option to edit your public profile and URL, you will see this option at the top right of the screen. This is where you can make your URL your own. Make sure it is professional and unique.

ADDITIONAL RESOURCES

Make an appointment with a Career Consultant at the Eastin Center for Career Readiness in Business 155, or at the central Career Services office in the Student Union to review and provide feedback on your LinkedIn Profile.

LinkedIn for Students: <https://university.linkedin.com/linkedin-for-students>

- **This site includes a number of resources on job hunting using LinkedIn, building your professional brand on LinkedIn, and how to build an excellent student profile.**

PROFILE INTRODUCTION

The 3 most influential elements of your profile are the **Headshot, Headline, and Summary**. When done effectively, these elements have the ability to increase traffic to your LinkedIn page and the likelihood of someone accepting your invitation to connect.

Headshot

Make sure your photo is professional and high quality. If you don't have access to a professional photographer, you can have a friend or colleague snap a photo of you with a solid light-colored or natural background behind you. You will want to pay attention to what is in the background of your headshot. Dress for the job you want. We recommend a suit with a collared shirt and solid tie for men, and a pantsuit or skirt suit for women with low heels or flats, light makeup, and neat nails. Make sure you are looking directly at the camera, ensure good eye contact with the viewer, and don't forget to smile. You want to look formal, yet pleasant and approachable.

Headline

The headline is a quick introduction to who you are and is viewable in a quick search without clicking on your LinkedIn page. Don't let the system default determine your introduction. Go beyond just saying you are a student at Oklahoma State University or using your current job title. For example, Marketing Analyst may be your title, but 'quick-thinking marketing pro with an eye for catchy, viral content' will tell a recruiter that he or she should learn more about you. The headline is not comprised of sentences, but rather phrases, because there is a 120 character limit. Describe your skills and competencies in short bursts of keyword-rich text.

The headline can be difficult to write. Take your time and think about these questions:

- Who are your "key" constituencies? (These are folks who can help unlock future opportunities!)
- What is the next step for you? (Internship? International study? Research? Job?)
- What do you want to communicate to potential employers? Who do you want to connect with?
- What words describe you?

Some examples include:

- Oklahoma State University honors student & aspiring PR associate
- Entry-level creative professional – Strong technical & design skills
- OkState Finance junior | Seeking investment banking internship

Summary

Think of this as your written version of a 30-second elevator pitch. To begin the development of your pitch, you can pick up a Find Your Why Guide in the Eastin Center.

You are highlighting your background for the first time to any connections made on LinkedIn. Use first-person language and complete sentences, and make your summary between 2-3 paragraphs in length. Make sure it is professional and relevant.

Areas to include in your summary:

- Your career goals
- What you are passionate about
- Your professional development
- Key words for your industry
- Your strengths and academic background
- The geographic location you are targeting in your job search

Summary example:

I am a second-year Marketing undergraduate student at Oklahoma State University with an interest in marketing, advertising, and social media. I am seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

EDUCATION

Include your degree, your major(s), minor or emphasis, and your graduation year. If you are incorporating coursework, be selective and only highlight courses that set you apart from other candidates and are relevant to your industry. If you complete a unique academic experience, such as international travel or study abroad, include it in this section – and write a description!

EXPERIENCE

Follow the prompts for specifying the company or organization, your title, the dates, and location (city, state). Do not omit a description of your tasks, skills developed, training completed, and accomplishments; integrate key words relevant to your career field. These can be jobs as well as significant leadership or service positions.

OTHER AREAS TO INTEGRATE

Be attentive to prompts from LinkedIn.

- Professional organizations
- Leadership positions
- Activities & volunteer service
- Awards, honors, recognitions
- Certifications

VISUAL ELEMENTS

Consider the message you are sending if you use additional photos or a background image. Do these images enhance your professional presence? Also consider the quality and relevance of your audience. Are these additional images critical for your LinkedIn presence?

WHAT DOES NOT BELONG ON LINKEDIN

1. Inappropriate, racy, or risqué photos, images, or videos.
2. Criticism of any person, organization, entity, or group.
3. Political or religious rants, memes, or articles.
4. A profile photo in an unprofessional setting or showing you looking less than mature and businesslike. Some LinkedIn profile pictures send the wrong message such as, “you would have to be a very risk-tolerant person to hire this individual.”



5. Less-than-professional images like photos from an intern outing or conference outing that involve you or your fellow students and/or colleagues doing anything inappropriate.
6. Spelling, usage, and grammatical errors. A way to avoid this becoming a problem is to compose your LinkedIn content in Microsoft Word to see if there are any errors.
7. Less-than-professional comments on other LinkedIn users' posts or status updates. Comments on LinkedIn can range from thoughtful and insightful to crass and inappropriate. Don't forget people viewing your LinkedIn profile page can see comments that you have made!
8. Disclosing information. Never disclose private details about yourself or anyone else on your LinkedIn profile.
9. An unprofessional email account. If you are still using an old email address, such as gnarlydude56@yahoo.com, it's time to create a more professional email address. Use your OSU email address or create a new account specifically for business and career-related information.