



University of New Haven

CAREER DEVELOPMENT CENTER

# GUIDE TO: LinkedIn

LinkedIn



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## What is LinkedIn?

“LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop or a LinkedIn mobile app” (LinkedIn, 2021).

Some people like to refer to LinkedIn as the “‘Facebook’ for the professional, working world.” Simply put, LinkedIn is a professionally centered networking and social media platform where users can connect with working professionals (ex. employers, colleagues, internship supervisors, professors, and so on) and companies (ex. following companies that are of interest to you or directly related to your field of interest). This platform also allows users to post text posts and pictures, usually professional/personal development-related in nature, and like, comment, and share on the content posted by others.

Aside from providing another avenue for connection and communication with others, LinkedIn can also be used as job/internship searching resource, using the “Jobs” tab located within the platform.

## Why Use LinkedIn/Benefits of LinkedIn?

Utilizing LinkedIn is a great way to stay up to date with the companies/employers that you are interested in. Most companies have a LinkedIn page and post on it regularly – if you follow them, you will automatically see all the content they post which could include upcoming job offers, internship opportunities, new advancements in their company, achievements they have accomplished (always a good talking point to bring to an interview).

LinkedIn also allows you to see individual people who work for a company that you are interested in (ex. if you have entered your University of New Haven education in LinkedIn, the platform will inform you if any other graduates from the University are working at the company you are looking at, then you can reach out to them and connect!). Naturally, this feature allows a unique networking opportunity for students and job seekers. Reaching out to a current employee at the company you are interested in via LinkedIn’s chat feature, is a great way to start a conversation and potentially get your foot in the door for a job/internship interview.

## Setting Up an A+ Profile

Before you can connect with employers, companies, and colleagues/peers via LinkedIn, it is important that you complete your LinkedIn profile fully.

Your LinkedIn profile will have multiple sections – we will break down each section and offer examples of how to craft it in the following pages.

**Try your best to fill out each section in your profile** – if a potential employer finds you on LinkedIn and clicks to view your profile only to discover that, outside of a picture and headline, you haven’t filled anything in, this gives a poor first impression and it’s quite possible that this employer would move along to the next person on their list. Fill out your profile as completely as possible – profiles that are complete and more detailed tend to get noticed more by employers because LinkedIn’s algorithms highlight them more, too.

## Profile and Cover Photo

Your profile and cover photographs are the first things that LinkedIn users will see when they enter your profile. It is important that these photos are professional in nature and updated if possible.

**Here are some tips to keep in mind when picking out a great profile picture:**

- Make sure the photo you choose is *appropriate*. A professional headshot is recommended. A photograph against a solid-colored background is also a good option.
- Make sure the photo is only of you. Avoid using photos that include other people in the background or on either side of you.
- Make sure that the photo is clear and focused on your face. Avoid using photos that are blurry or have bad lighting, or where you are featured far off in the distance.
- If you can, pick a photograph in which you are dressed professionally in business casual or business formal attire. Avoid using photos where you are wearing flashy clothing, jewelry, hats, or sunglasses.
  - o Senior pictures or graduation photographs are a great choice!

*Here are a couple examples of appropriate profile photos:*



**Cover photographs are optional, but they tend to make your LinkedIn profile appear more complete.**

**Here are some tips to keep in mind when picking out a great cover picture:**

- Make sure the photo you choose is *appropriate*.
- Avoid using photographs of you and a group of other people as your cover photo. LinkedIn is a professional networking site.
- This photo can incorporate your professional interests or your own work:
  - o ex. A stock image of a laboratory for a forensic science student
  - o ex. A student who practices photography might upload a photograph they took themselves
- When in doubt, search cover photographs that are associated with your company or your university
  - o Here is a link to University of New Haven social media covers:  
<https://www.newhaven.edu/explore-the-university/digital-downloads/index.php> (you can also simply search “University of New Haven Digital Downloads” and it will lead you to the same place)

Here are a couple examples of appropriate cover photos:



## Heading/Headline

The headline is one of the most important parts of your LinkedIn profile because it is the first thing (aside from your profile and cover photographs) that is visible to people when they search your name or step onto your profile.

The headline consists of the 1-3 lines underneath your name, and you have 120 characters including spaces to fill this section out. The purpose of your headline is to briefly highlight your current role/what you are doing now and what you are looking to accomplish (ex. maybe you are seeking internship opportunities for Summer 2022).

The following are some things to keep in mind/include when crafting your headline:

- Include key words that are relevant to your field
- Explain how you provide value
- Describe what makes you stand out
- Specifically target your desired audience

For University students who are not yet fully employed in a relevant field, the headline section may look a little bit different (and that's okay!). **Here are some things to keep in mind/include when crafting your headline as a current student:**

- **Be specific.** Do NOT write "Student at the University of New Haven" or "UNH Student" for your headline – this is very vague. Instead, state what year you are in (freshman, sophomore, junior, senior) and your degree program/major. If you are currently employed (even if the employment is not directly related to your major), you can include your employment position title in addition to your student status.
- **State what you are looking for.** If you are seeking job or internship opportunities, say so! For example, many university students that are actively looking for internships will use this section to write "Senior Marketing Student | Seeking Marketing/Business Internships for Summer 20xx" OR "... Seeking Business-Related Internships for Summer 20xx". Students that have recently graduated from the University might write "Recent Business Analytics Graduate | Actively Seeking Full-Time Employment in the xx Field."

Here are a couple examples of headlines/headers to help you craft your own:



### Annette Cleopatra

Aspiring Project Manager | Senior at New York University | Experienced with Scrum, Agile and Kanban  
Madrid, Spain



### Peter Yeadon

Financial Analyst Seeking New Role | CFA Level II | Statistics Major Graduating in 2020  
Barcelona, Spain



### Kathy Wilbert

Freelance Software Developer | Experience building apps in Java, Rails, C# | Full Stack Engineer  
New York City Area

## Rachel

Aspiring Professional in National Security - Graduate Student at the George Washington University - Passionate about Foreign Policy, Conflict, and European and Eurasian Affairs

“Junior Communications Major | Seeking Marketing Internship for Summer 2022”

“Recent Criminal Justice Graduate | Seeking Entry-Level Law Enforcement Positions”

“Intelligence Analyst Intern at SafeAbroad | Senior Criminal Justice Student”

“Honors Marketing Grad Seeking Opportunity in Sports Industry”

“Recent Grad | Extensive Nonprofit Experience Encompassing Volunteer Recruitment & Program Management”

“Graduate Student with Hands-On Experience in Human Resources | Seeking Opportunity to Impact Organizational Training & Development”

These examples were obtained from [LinkedIn Headline Examples for Students](#) (“Resume Worded”).

**Please use them as guides for your own headline & avoid copying them exactly.**



## Summary (“About” Section)

The summary section gives the person reading your profile a more in-depth explanation (usually no more than 3-4 short paragraphs) of what they read in your headline.

The summary section gives you an opportunity to expand upon what you wrote in your headline and solidify the first impression your profile gives. The summary is there to give readers a quick overview of who you are without them having to read through every position you have ever held. For experienced professionals, this is an area to highlight previous roles and accomplishments in those roles, as well as describing where they are now.

For current students or recent college graduates who may not have an extensive, relevant work history, this section may look a little different.

**For students, the summary section can focus on the following areas:**

- **Talk about your area of study & what got you interested in the field.** You can start by stating where you are and what you are doing now (ex. Currently, I am a junior at the University of New Haven, studying xx and minoring in xx). This can include mentioning what you are passionate about, especially if it directly relates to your current degree program (ex. if you are actively engaged in volunteer-related work that you are passionate about, you can mention that here, too).
- **Highlight your career/after-college aspirations and goals.** What do you want to accomplish after you obtain your degree? What career fields/roles are you interested in?
- **Highlight relevant work and/or internship experiences.** Specifically, you can briefly mention some of the skills that you obtained from any previous or current roles.
- Include keywords relevant to your field and share your accomplishments.
- **Avoid copying and pasting your resume directly.** Try not to copy and paste the profile/summary section of your resume in this section – you have the space to say more and be more specific here!

**Paragraphs can be outlined with the “past, present, future” method:**

1. Mention past experience you have and the skills & training you gained from such experience;
2. Talk about present work you are doing and how you are using your skills to accomplish goals currently;
3. Highlight future plans and where you want to be with the skills that you have. Outline your goals and why you would be perfect for a position using skills as evidence



Here are a couple examples of summary/about sections to help you craft your own:

### **About – Finance Student**

” I am currently a third-year finance major at NYU who hopes to attend the NYU Stern School of Business next year. After interning at JetBlue Airways Corporation over the past two summers, I have shifted my educational focus to financial analysis and real-world business solutions. I excel when working in collaborative groups to solve financial problems.

New York is my favorite place in the world. I am originally from Albany and always loved taking trips down to NYC. I always knew I'd study finance at NYU, the best place to study finance in the country. My five-year plan includes becoming a financial advisor for high-profile clients on Wall Street. My education at NYU has prepared me for a long career helping people manage their money successfully.

### **About – Engineering Student**

” I solve problems in creative ways. At Texas A&M, where I am completing my senior year in the College of Engineering, I have learned the importance of applying classical strategies to modern-day projects.

- Concentrations in mechanical and electrical engineering provide a broad knowledge of engineering concepts
- Participated in several patent procedures with my mechanical engineering team
- Experience at Houston Mechatronics as a summer intern taught me how to apply mechanical engineering concepts to automated systems in both defense and oil industries
- Passion for innovation, prototyping, and high-quality manufacturing

### **About –Law/Legal Studies Student**

” Future lawyer and lifelong humanitarian. I'm a second-year student at Yale with dreams of attending Yale Law after I graduate. While others may want to handle flashy cases that make the news, I want to help people who haven't been given their fair chance in society.

My experience in public interest law firms has brought my attention to cases involving employment discrimination and civil rights violations. Last summer, I finished a legal internship at the Connecticut Fair Housing Center, which taught me the importance of advocating for my client against all odds.

I plan to graduate with a double major in political science and psychology. These concentrations have provided invaluable insight into the civil rights, constitutional, and humanitarian crises in today's world. I hope that my philosophy and skills will lead to a greater sense of social equality.

## About – Recently Graduated Student

” Recent MBA graduate of Northwestern University. As one of 150 students who received the Connor Fellowship in 2019, I know how important project management skills can be to underperforming businesses. I consider myself a grounded project manager with an entrepreneurial spirit.

My internship experience at larger institutions, including Wyndham Destinations and Cisco Systems, has provided me with business analyst skills that work for companies of any size. A world-class education at both USC and Northwestern has equipped me with the ins and outs of business ethics and philosophies.

I am looking for opportunities in small businesses that could be more successful with efficient management. With the right resources and team members, I can bring struggling companies back from the brink.



### Summary

I am a 3-year AmeriCorps member who is passionate about ensuring that every child in our country has access to an excellent education. I have served at Sherman School of Excellence (96.7% low-income) on Chicago's south side for a year as a City Year corps member and then Howe School of Excellence (99.5% low-income) on Chicago's west side for the last two years, first as a Team Leader and now as a certified teacher through Teach For America.

My strengths include community/family engagement, peer mentoring, data management, and student growth—both academic and interpersonal. My educational background in child development, women's studies, and African studies continues to drive my passions for children and education, as well as an allyship for marginalized groups internationally. In the long term, I hope to utilize my skills to become a career educator dedicated to fighting educational inequity.

In my free time, I enjoy reading, running, practicing yoga, hiking, and camping. I also love spending time with my dog, Timber, and family!

These examples were obtained from [Best LinkedIn Summary Examples for Students](#) (“Your Dictionary”).

**Please use them as guides for your own About section & avoid copying them exactly.**

## Experience

The experience section of your LinkedIn profile will resemble (NOT copy) the experience section of your resume. Here, you will add any previous or current job/internship experiences and highlight what you did in each one (specifically the skills you gained), using a few bullet points or sentences.

What is great about your LinkedIn profile in comparison to your resume, is that you do not have a page limit to work with – instead, you have 2,000 characters (that’s a lot!) at your disposal to effectively highlight your tasks, accomplishments, and skills gained in each role. Providing these sentences/bullet points is important because it gives the reader (ideally, an employer) an idea of what you can do and what skills you have to offer. Providing an explanation that tells an employer what you have done in a role could be the difference between moving onto the next step in the hiring process and receiving a call-back or not.

**Here are some strategies to keep in mind when crafting your experience section:**

- **Try to add all the relevant information about your position.** LinkedIn will prompt you to include the title of the organization, its location, your role, the dates that you were working/interning at this organization, and so on. Do your best to fill out these sections fully so that you give the reader a well-rounded explanation of your role.
- **Put your most important and most recent position at the top.** If you input the dates that you worked/interned at a given company, LinkedIn will usually organize your experiences from most recent to least recent for you, but in case it does not, double check to be sure that your most recent/current role is listed first.
- **Add 5-10 bullets/sentences outlining your job description and tasks.** Providing an explanation of your duties, accomplishments, and skills gained in each role is key. You can use bullet points or sentences to accomplish this. Also, LinkedIn is a bit more relaxed than your standard resume, so you CAN use “I” statements in your profile, specifically when filling out the description of your role.
- **Enhance yourself by promoting skills you gained or had to use while doing certain tasks.** You can highlight these skills within the bullets/sentences you include.
- **Add important work (Research, Flyers, PowerPoint) underneath.** Within each experience you add, you have the option to “Add Media”. This could include: research articles you were featured in or wrote, uploading a certificate received via a job or internship, or featuring work that you did with a given company (ex. if you were a marketing intern, you could add some of the flyers/materials you created for the company that they used).
- **Avoid copying and pasting your resume directly.** Although this section will resemble the experience section of your resume, it should not be a direct Copy-Paste of the information on your resume. For example, when discussing your role avoid copying and pasting the bullets from your resume directly into your LinkedIn profile. Instead, try using sentences and expanding more on what you did (you have more than enough space to do so!).

Here are a couple examples of experience sections to help you craft your own:

### Corps Member/7th Grade Reading Teacher

Teach for America

June 2012 – June 2014 (2 years 1 month) | Chicago, IL



Teach For America is a national non-profit that works to ensure every child has access to an excellent education by recruiting remarkable and diverse leaders to teach in low-income communities. I was selected as one of 5,300 accepted candidates out of 48,000 applicants (12% acceptance rate).

As a classroom teacher, I worked relentlessly to design curriculum and select texts that simultaneously targeted character and leadership education for my kids as well as academic/content knowledge. In the 2013-2014 school year, my students grew a median of 1.4 years in reading (with 77% meeting CPS benchmark goals); in the 2012-2013 school year, my students grew a median of 2 years of reading (according to the NWEA/MAP benchmark assessment).

I also devised and led a partnership between Perspectives and Wheaton College (my alma mater) that led to 3 full-day field studies in which 130+ of my 7th grade students toured the campus, participated in panel discussions, and built relationships with current college students to promote long-term access to higher education.

Outside of the classroom, I was selected as one of 15 TFA Chicago corps members to participate in a Leadership Pilot program ("Chicago Catalyst") that consisted of an additional 20+ professional development events over 2 years, including completion of a "Best-Self Portrait" (focused on values-based leadership), Challenge Protocol to support cohort members, and a "Theory of Change" project rooted in a personal study of my own race, class, and privilege. I was also a two-year member of the Corps Member Leadership Committee, Recruitment and Matriculation team, in which I mentored current registrants and applicants in the Teach For America admissions process.

▶ 1 honor or award



Lindy Small: Educator Portrait, Perspectives/...



### Senator Winfield's Intern

Connecticut General Assembly · Internship

Jan 2020 - May 2020 · 5 mos

Hartford County, Connecticut, United States

I worked very closely with Senator Winfield and attended many meetings with him. I also helped support the Judiciary Committee when I could, that way everyone could remain organized and the flow of the Committee continued. I also held the position of the Secretary of the Lobby Forum Committee, which created an event for lobbyists to speak to the Spring 2020 interns. Once COVID-19 hit, I had to make a full transition to online work with the my senator, the Judiciary Committee, and the Lobby Forum Committee. I cultivated many relationships with lobbyists, legislators, committee members, and legislative aides.



### Connecticut General Assembly

The Connecticut General Assembly offers the Google Translate™ service for visitor convenience. In no way should it be considered accurate as to the translation of any...



## Intelligence Analyst

SafeAbroad · Internship

Aug 2020 – Dec 2020 · 5 mos

Remote, United States

In my role as an Intelligence Analyst, I analyzed intelligence alerts from over 40 sources to evaluate potential risks to travelers abroad. Considering the severity of the event and the number of students abroad in a given region, I created safety advisories that were released to students warning them of potential hazards and detailing how to best avoid them. Throughout my time with SafeAbroad, I also contributed to four projects, namely the Pre-Departure Training and Country Risk Report projects.

For the Pre-Departure Training I assumed the role of Team Lead and Weekly Briefer at our Wednesday team meetings. Broadly, in this project our team developed training modules for an interactive pre-departure safety briefing for American students traveling abroad, with the intent of preparing them for their study abroad experience.

For the Country Risk Report my team and I conducted in depth research on Florence and Prato, Italy. Afterwards, we put together a country-specific risk report summarizing the overall travel safety of the country, in addition to specific safety factors such as crime and security, weather disasters, etc.

I offered assistance on other projects as needed.



## Walmart eCommerce

2 yrs 4 mos

- **Business Analyst / Jr. Salesforce Administrator**

Nov 2017 - Oct 2018 · 1 yr

Draper, Utah

- User Creation, Training, & Troubleshooting
- Report / Dashboard Creation & Maintenance
- Managed KPI's for Partner Operations
- Outlining Problems, Solutions, & Forecasting for Business Needs

- **Senior Business Specialist**

Feb 2017 - Nov 2017 · 10 mos

Draper, UT

- Deep involvement in partner operations (tracking progress to goals, identifying areas of opportunity, and working with partner leadership to gain traction on initiatives)
- Build out and maintain a reporting platform to display organizational dashboards, vendor performance metrics, manager performance metrics, and agent level performance

- **Partner Operations**

Sep 2016 - Feb 2017 · 6 mos

Draper, Utah, United States

- Provided partner support by helping them navigate our systems and partner portal
- Developed strategies to help partners list their products and maximize their earnings
- Conduct calls when needed to provide updates on performance, progress, and highlight issues that need addressing with recommendations to move forward



## Education

The education section is pretty straight-forward – here you will add your educational experience.

Here are some things to keep in mind when crafting your education section:

- **Do NOT add high school education.** The only time you should add your high school education is if you were enrolled in a specialized program in high school.
- **Add your most recent education at the top.** If you are currently a student at the University of New Haven, then this would go first, followed by any other education you have completed (ex. if you are a transfer student you would add the University you transferred from, if you are a graduate student you could include the University where you received your bachelor's, and so on).
- **Write a little about your experience in college.** LinkedIn will automatically prompt you to include information like your degree type, field of study, dates attended, and so on. You will also have the option to fill out section about “Activities & Societies” (you can add any involvement in extracurricular activities here) and miscellaneous information in a “Description” section. These sections are great places to highlight what experience, courses, honors/awards, and skills you have gained throughout your college experience. Adding relevant courses in this section can help demonstrate knowledge in the field, if you do not have the specific job-related experience yet.

Here are a couple examples of education sections to help you craft your own:



### University of New Haven

Master of Science - MS, Forensic Technology

2021 – 2023

Activities and Societies: Graduate Forensic Science Club



### University of New Haven

Bachelor of Science - BS, Criminal Justice/Investigative Services | Double Minor: Russian & Sociology , GPA 3.98/4.0 (Summa Cum Laude)

2018 – 2021

Activities and Societies: American Criminal Justice Association (Psi Omega Chapter)

Media (1)



Criminal Justice Students Receive Two Dozen Awards at Regional Conferen...

## Education



**University of New Haven**  
Master of Public Administration - MPA  
2021 – 2022



**University of New Haven**  
Bachelor of Science - BS, Criminal Justice/Sociology  
2017 – 2021  
Activities and Societies: Alpha Lambda Delta National Honor Society, The Honor Society for Experiential Education, Honor's Student Council, Presidential Scholarship, NAACP, Honors Program,

## Volunteer Experience/Extracurricular Activities

The volunteer experience section is where you can highlight any volunteer/community-service related activities that you are involved in now or have participated in previously. Additionally, you can utilize this section to list any other extracurricular activities you participate in that are not affiliated with the University.

For this section, just like for your experience section, it is **important that you write a bullet point or two/a sentence or two describing what you did and what you gained** while participating in the volunteer experience.

Here are a couple examples of extracurricular/volunteer sections to help you craft your own:



**Master of Ceremonies**  
Movin' On  
Jan 2018 – May 2018 • 5 mos  
Arts and Culture

- MC for several promo events throughout the school year showcasing school talent in dancing and singing leading up to the main event at the end of the semester
- Created an exciting atmosphere to drive student engagement in the event
- On the main event day I introduced artists on stage, engaged with the audience, and with my partner were the face of the event

[https://www.collegian.psu.edu/arts\\_and\\_entertainment/article\\_899160c4-f649-11e7-bf97-272ac7a814c2.html](https://www.collegian.psu.edu/arts_and_entertainment/article_899160c4-f649-11e7-bf97-272ac7a814c2.html)

women. Through this organization I work with a non-native speaker to help her learn to speak, read, understand, and write in English. I create tailored lesson plans to promote engagement and understanding of course materials all while forming a tight-knit relationship with my tutee and establishing a safe and judgement free environment.

Elena's Light has allowed me to give back to my greater New Haven community, as well as helped me to build tight-knit relationships with our tutees and celebrate their accomplishments!



### **Other Information (Skills & Endorsements, Accomplishments, Licenses & Certifications, etc.)**

In addition to the main sections of your LinkedIn profile that we have discussed above, there are additional sections you can complete (if they apply to you) to bolster your profile further.

**Skills & Endorsements** – Here, LinkedIn will prompt you to select some skills you possess (you can also search your own from outside the provided list). Generally, you should select skills you possess that are directly related to your field (ex. event planning skills, budgeting, communication, organization, etc.). The skills you select will become publicly visible on your profile and can be endorsed by your connections (ex. peers, professors, colleagues). You can think of an endorsement as someone advocating that you do indeed possess the skill you have listed on your profile.

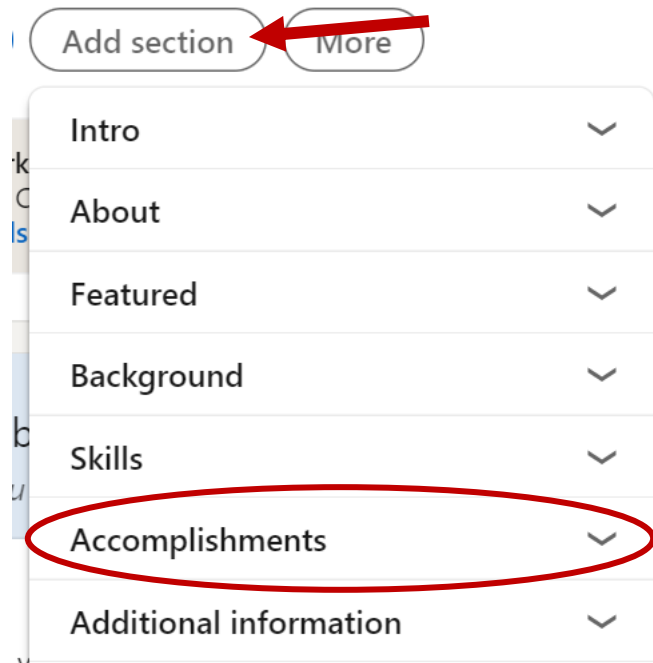
**Accomplishments** – You can also highlight your accomplishments via LinkedIn. Here are some of the commonly filled out sections, but there are many others available if they apply to you, too.

- **Honors & Awards** – Here you can include both academic and occupational honors and awards. Students frequently include things like scholarships, education-related awards, affiliations with honors societies, recognitions from the University (ex. Dean’s List), and sometimes work-related awards (if these are not already mentioned in the description of the job in the experience section). If you choose to fill out this section, focus on achievements from your collegiate experiences, rather than ones from high school.
- **Languages** – Individuals who are bilingual, trilingual, and so on, can highlight this important skill by including any other known languages in this section. Here, remember to make sure that you are being honest with yourself and your audience about your proficiency level in any language (ex. if you are a beginner, do not say you are fluent).
- **Other** – There are many other subsections that you can fill out if they apply to you: publications, patents, courses, projects, test scores, organizations, and causes. ***Keep in mind that sometimes less is more; even if you have information to fill out every one of these subsections, this does not mean it is necessary to do so.*** Focus primarily on highlighting the most important and most relevant information to your studies and your future/current field, instead of searching for irrelevant information with which to fill out every single subsection of your profile.

**Licenses & Certifications** – Here, you can highlight any *relevant* licenses and/or certifications you hold. For example, Criminal Justice or Health Sciences students might include their Cardiopulmonary Resuscitation (CPR) certificate.

**To access these additional subsections:**

1. Go to your LinkedIn profile page.
2. Click the “Add Section” button located underneath your name and header/headline.
3. Click on “Accomplishments” in the drop-down menu to reveal all possible subsections.

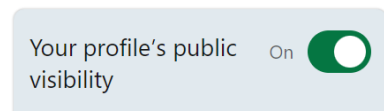
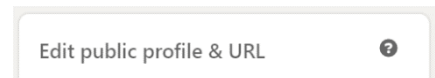


**Making Your Profile Public**

Once you have finished creating your profile, it is time to make it public so that the world can find you! Usually, LinkedIn will automatically set your profile to “Public” as soon as you begin creating it, but it is helpful to double check this setting just in case.

**Follow these steps to set your profile to “Public” viewing:**

1. Go to your profile page.
2. In the upper right corner, click the tab that says, “Edit public profile & URL”. This will bring you to a settings page.
3. Along the right side of the page, you will see a section with a toggle bar that reads “Your profile’s public visibility”.
4. If it is not already “ON”, turn the toggle bar next to this section so that it is in the “ON” position. Now your profile is public!

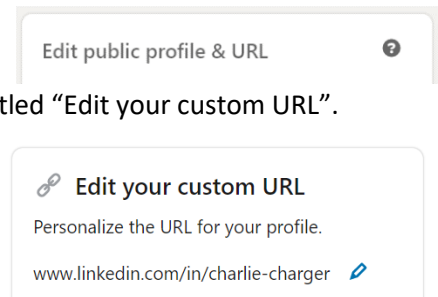


## Creating Your Customized LinkedIn URL

Now that your profile is public, you can share it further by creating a customized LinkedIn URL to share on other social media pages and/or include on your resume or in your e-mail signature. This is a great way to network further!

### Follow these steps to create your customized URL:

1. Go to your profile page.
2. In the upper right corner, click the tab that says, “Edit public profile & URL”.
3. On the upper right side of the page you will see a section titled “Edit your custom URL”.
4. Click the little pencil icon to delete your existing URL and create a customized one.



It is recommended that you change your URL to something simple and discernable, such as your full name (first and last, as it appears on your profile). If your name is already taken, try adding numbers at the end.

## Utilizing LinkedIn

There are two parts to LinkedIn: (1) Having a profile (being “on” LinkedIn) and (2) Using your profile (networking and making connections). Now that you have created your A+ profile, it is time to USE it!

### Growing Your Network: Making Connections

Networking is the process of interacting with others to exchange information and develop professional or social contacts, and it is an essential part of making the most out of your LinkedIn account. Making connections and interacting with those connections is how networking is done via LinkedIn. Making these connections will help you grow and develop your skill sets and it is also helpful in meeting prospective employers, staying on top of trends in your industry, and accessing resources necessary to be successful in your career.

### So, who can you connect with? Here are some suggestions:

**Professors** – Many students (current and former) connect with their professors. Doing so is a great resource, especially if you need to gather some references for job applications. Many professors are also currently or previously employed in their respective fields and may be aware of jobs or internships that are in your field of interest.

**Classmates** – Classmates are great connections! Connecting with your peers allows you to see what other people in your major are interested in and the places that they are considering applying to, which could give you some ideas/leads when job/internship searching.

**Supervisors** – Yes! You can connect with your bosses on LinkedIn. It is a great idea to keep up a professional relationship with your bosses/supervisors. Plus, the more you, your boss, and other employees connect, the more your name and the company’s name will show up in LinkedIn search results, which benefits both you and the company!

**Alumni** – Alumni are another great connection to make. Alumni are fantastic resources because if they are currently employed in your field of interest or the company you would like to work for, you can

connect with them and chat and ask questions. They can give insight into the company, offer tips for applying or interviewing, and sometimes even put in a good word for you.

**Interviewers** – You can connect with your interviewers *AFTER* your interview has been completed (if it went really well) or after you are offered the position you interviewed for. Avoid connecting with employers beforehand, as many think this is slightly uncomfortable because there is no real reason to connect just yet.

**Internship Coordinators** – Connecting with internship coordinators (ex. your academic advisor) can be very useful because they can let you know of potential internships that you can apply to OR they may also know of jobs available in your field of interest.

**\*Quick Tip\*** When sending connection requests, especially to people you do not know (ex. an alumni working at your desired job site) be sure to personalize your connection request by including a message – they are less inclined to decline if the request is personalized. It may seem weird or uncomfortable at first but push through it and it will pay off!

Here is an example personalized connection request message:

*Hello Jane,*

*I found your profile on XYZ Company's page and noticed that you are an alumnus from the University of New Haven. I am a current student and am very interested in XYZ and hope to work for the company in the future. I would appreciate the ability to connect with you. Thanks!*

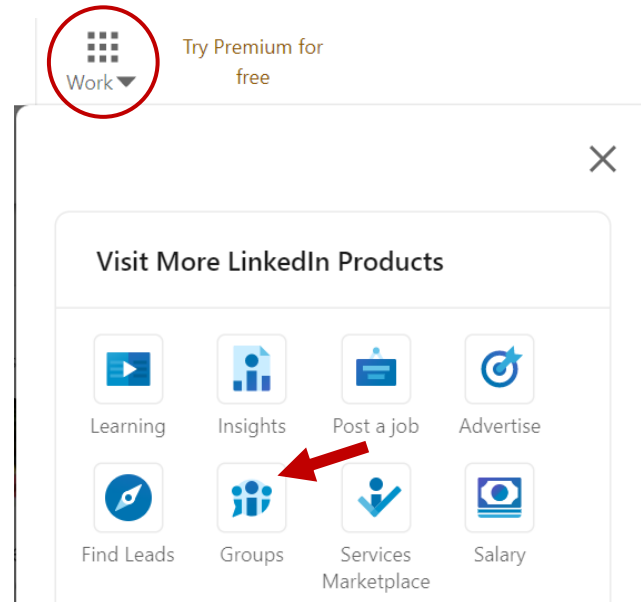
### **Connecting with Groups**

Connecting with/Joining groups allows you to meet and talk to people in your areas of interest that you may have never met – this is a great way to make connections with people across the country or even the world! You may find great opportunities someplace you would have never thought to look yourself.

To connect with groups, start by using the *search* tool to search and discover groups you are interested in (ex. selecting groups that are relevant to your area of study is a great start). There are two ways to approach using LinkedIn groups: (1) You can join and read the conversations unfolding in the groups OR (2) You can be proactive and start the conversations and ask questions. Whichever approach you choose, try NOT to join every group you come across. You will not get the most out of groups this way and it can become confusing to keep up with.

### Here's how to get started:

- Click on the “Work Grid” tab in the top right corner of your LinkedIn page and find the “Groups” tab.
- Once you make it to the “Groups” page, click the “Requested” tab and use the “Discover” tool to find the best groups for you.
  - LinkedIn will compile groups they think you might be interested in based on your preferences, skills, and interests listed on your profile. This helps suggest groups with people that have similar interests as you, which can make it easier to build relationships.
  - You can also use keywords to search for groups on your own. It is helpful to use keywords related to your industry, interests, or job titles that you are considering.
- Once you find a group you are interested in joining, click the “Request to Join” button on their page and wait for a response. You will be notified if your request to join has been accepted.



### Following Companies and People

In addition to connecting with individual people and joining groups, you can also “Follow” companies and people on LinkedIn (ex. Google, Microsoft, FBI, and so on). Following companies is a fantastic way to stay up to date on their latest announcements, which could include job and internship openings. Also, companies might highlight new projects they are currently working on or stories where they were featured in well-known articles or media sources – these are all great talking points to bring up in an interview to show you are invested in the company and interested in their work!

The same things can be said about following certain people on LinkedIn. Usually, people who are available to be “followed” on LinkedIn are professionals in their field. Therefore, they may also post regular updates about what is going on in their industry or career, which can be useful in networking and learning about employers they work for (and job/internship opportunities those employers may have for you).

### Job and Internship Searching

In addition to networking, LinkedIn can also be used to search for job and internship opportunities. To search for opportunities, go to the “Jobs” tab at the top of the LinkedIn main page and navigate through the opportunities “Recommended for You.” You can also search for positions on your own using the search bar and location bar located at the top of the page.

### When navigating through job and internship postings, keep the following in mind:

- **For job postings, consider:**
  - How long has the posting been up for (recent or old)?
  - How many applicants have applied?

- Do you see any relevant connections or alumni that are employed at the company advertising the job/internship opening? Can you reach out to them?
- **When conducting your own search, be diverse with job title additions** (ex. coordinator, manager, associate, specialist, partner, analyst, and so on). Each can yield a different number of results.
- **Set job alerts for high interest jobs.** This allows you to receive e-mail notifications regarding similar positions or others that may be of interest to you.

**\*Quick Tip\*** If there is a company that you are interested in working/interning for, try to find the company's page on LinkedIn.

**First**, follow them – this way, all the latest information pertaining to that company will populate on your feed and you can stay informed.

**Next**, look at who is employed there – LinkedIn will automatically show you if any of your connections are employed at the company AND it will show you if any of the employees at the company have similarities to you. For example, LinkedIn shows you how many of its employees work in the West Haven area. **The site will also show you how many employees previously attended the University of New Haven and who they are – these are alumni!** Alumni are fantastic resources to connect with. If you find alumni through this method, you can reach out by sending a personalized connection request.

### Posting, Commenting, and Sharing

Like other social media platforms, LinkedIn allows users to post and interact with others' posts. To catch people's attention (ex. employers or other users), you must be active on LinkedIn, and this can be done by posting, commenting, and sharing others' posts on the site. The more you post and comment, the more visibility your profile will get.

Therefore, posting, commenting, and sharing is highly encouraged, but do keep in mind that this is a *professional* social media site and make sure your content is appropriate before you hit that "post" button.

**Here are some general guidelines to keep in mind when commenting & posting:**

- **ALWAYS be professional.**
- **Do not slander, criticize, or insult others.** Everything you do and say is public and any engagement, even negative engagement, will show up publicly on your profile. Be respectful of others and think before you hit "post".
- **Check grammar, spelling, and punctuation.**
- **Keep your posts and comments relevant to the knowledge you have.** It is okay to politely share your knowledge or opinion on a matter via a comment, even if it differs from someone else's, but be mindful not to pull from knowledge you do not have when doing so.
- **Be polite.** Be kind online, even if someone shares opinions that you do not agree with.
- Avoid self-promoting.
- Avoid posting or commenting big chunks of text. Sometimes this is inevitable, but when you can, try to keep things short and to the point.
- Avoid using all CAPS (uppercase letters) when writing a post or commenting.
- Aim to come across as confident, genuine, knowledgeable, and humble.

- **Before making comments on a post containing a link or an article, STOP and read the full article first** – headlines can be misleading and may not include all the information in the article. It is best to read the article fully before imputing your knowledge (you want to make sure you know what you are talking about).
- **NEVER attack someone or an article on LinkedIn.** Instead of posting something negative, think about asking a question or finding things in the article you do agree with and talk about them.

**\*Quick Tip\*** When looking at the comment section of a post, you may see that someone has the same thoughts/ideas as you. You can “like” their comment and reply to them if you would like – sometimes this can turn into a great networking opportunity!

### The DO's and DON'Ts of LinkedIn

#### **DO's:**

- **DO join the University of New Haven Career Connect** group to learn more about upcoming job and internship opportunities.
- **DO have a great headshot** – plain, clean, professional, and from your mid-chest up. Try for a plain background but, a scenic background is okay too.
- **DO write great a Summary/About section.**
- **DO write a headline that contains information to catch the viewer's attention** (ex. employer).
- **DO use keywords related to your industry or field of interest.** Think of words that others might use when needing your services.
- **DO use commas or vertical bars (ex. | ) to separate phrases.** Vertical bars can be especially helpful in separating information in your headline.
- **DO customize your URL** (ex. make it your name only).
- **DO write out your full degree and major** (ex. Bachelor of Science, Biology)
- **DO show your personality and add experiences that make you stand out.** LinkedIn is a bit more informal than your resume. Feel free to (appropriately) relay your personality in your posts and on your profile. Use “I” statements when talking about yourself, your goals, and your passions in your “About” section. Do mention hobbies and passions that are unrelated to work – sometimes mentioning these hobbies (ex. bike riding outdoors) could catch a viewer's attention and push them to reach out and network further.

#### **DON'Ts:**

- **DON'T be vague in your headline/header** (ex. your headline should be more than just “Student at University of New Haven”, this tells an employer nothing!)
- **DON'T** choose a profile photo that features you far away in the distance, includes a pet, in your cap & gown (without the cap is okay, we want to make sure your face is visible), or with other people.
- **DON'T add your contact information (ex. phone number, email) to your headline.**
- **DON'T use all uppercase letters (CAPS).**
- **DON'T use symbols like ♠, ►, //, etc.** These symbols certainly make your headline stand out, but not always in a good way. They can be distracting and regarded as unprofessional.



- **DON'T leave a lingering profile empty.** If you start creating your LinkedIn profile, strive to finish it. Should an employer search for you and find an incomplete profile, it does not give them much additional information to work with and they could move on to the next candidate.
- **DON'T include your LinkedIn URL on your resume if your profile is incomplete or you do not frequent the site often.** The purpose of including contact information and your LinkedIn profile on your resume is to let an employer know that you can be reached via those avenues. Having them search up an incomplete or highly outdated profile does not do you any good.