BUILD A PROFESSIONAL ONLINE PROFILE

- Add a professional headshot
- Compose a headline with area of study/career objective
  - Example: Business Administration Major and Aspiring Business Systems Analyst
- Create a summary with industry specific keywords to attract notice
- Develop a concise , confident paragraph qualifying your goals including relevant work and extracurricular activities
- Highlight education, affiliations, and activities including volunteer, internship, co-op, projects, and employment experiences in designated sections
- Request recommendations from professors, advisors, colleagues, and supervisor
- Customize profile's public URL

CONNECT

- Check and update your account often
- Add individuals who may assist you in your networking process
  - Friends, neighbors, teachers, classmates, professors, advisors, colleagues, etc.
- Send customized messages to tell members of your network that you are job searching
- Connect with contacts for for potential job shadowing and informational interview opportunities
- Use the LinkedIn Alumni Tool *linkedin.com/alumni*
- Find graduates who work at a company of your interest
  - Reach out to get an insider's perspective
  - Find out what skills are required

RESEARCH COMPANIES & INDUSTRIES
Company Pages

- Research company vision, products, and services
- Keep up with news and trends
- Connect with current employees
- Explore career opportunities

GROUPS

- Join groups related to your area of study/interest
- Follow industry trends and events
- Discuss issues and comment on posts

SEARCH JOBS & INTERNSHIPS

- Access the Student Jobs Portal *linkedin.com/studentjobs*
- Search job role and review postings from featured companies
- Apply for open opportunities