

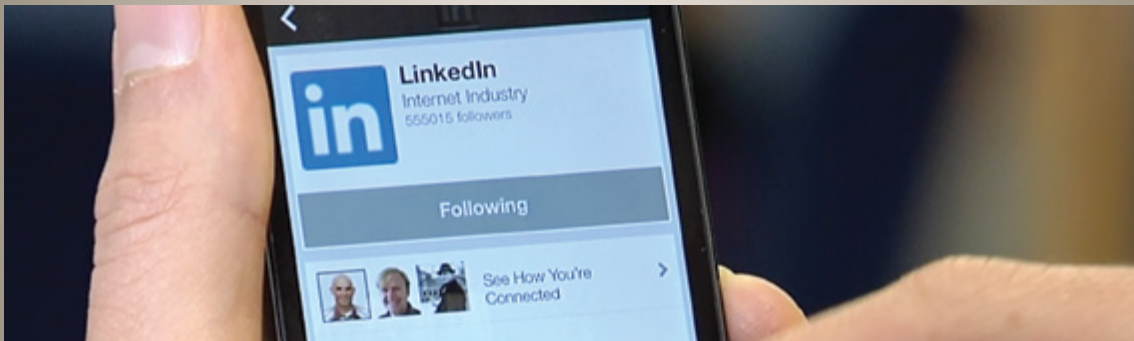
# Colgate University

Center for Career Services



# Getting Linked

Using LinkedIn™ to Navigate the Professional World



# Caroline Colgate

Outreach Intern at Colgate Career Services  
Syracuse, NY Area | Public Relations and Communications

Current

Colgate Career Services, Gamma Phi Beta Sorority

Previous

The Citizen's Voice

Education

Colgate University

• Dress professionally

• Include only you

• More formal than Facebook

Complete your profile

Edit Profile

110 connections

www.linkedin.com/yourname/

Contact Info

Background

Summary

High energy, polished young professional, highly capable of balancing multiple projects with time-sensitive deadlines. I infuse strong interpersonal skills with a creative ability that drives teams to succeed. Professional interests in marketing, advertising, social media, public relations, and graphic design.

Experience

**Outreach Intern**

Colgate Career Services

May 2014 - Present (4 months) | Colgate University

• Promote Career Services' events and career tips using the email platform Constant Contact

• Manage social media platforms: Facebook, Twitter, & Pinterest to promote Career Services to the Colgate community. Grew followership by 10% in four months.

• Research various industries for Colgate's job and internship portal, *naviGATE*

Volunteer Experiences & Causes

**Sidekicks**

Colgate Center for Outreach, Volunteerism, & Education

October 2012 - Present ( 2 years) | Colgate University

• Foster a relationship with a student at Hamilton Central School and serve as her mentor

Organizations

**Advocates**

LGBTQ Initiatives, Colgate University

September 2013 - Present (10 months) | Colgate University

**Organizations**

• Campus involvement

• Affiliations (Greek, religious)

**Use a current title or a catchy descriptor**

- Student at Colgate
- Social Media Intern
- Creative Graphic Designer
- Diligent Data Analyst

**Customize Your URL**

- Make it easier for recruiters to find you
- Add your URL to your resume or email signature

**Introduce Yourself**

- Grab the reader's attention
- Use first-person pronouns
- Keep it short
- Consider buzzwords- your profile is keyword-searchable

**Experience**

- List current and previous jobs, internships, and leadership positions (similar to your resume)
- Explain what you did, how you did it, and the results

**Volunteering**

- COVE groups
- Service days
- Community volunteerism

**Honors & Awards**

- Dean's Award for Academic Excellence
- Honor societies
- Scholarships
- Colgate awards

Honors and Awards

Dean's Award for Academic Excellence (Fall 2012, Spring 2013, Fall 2013, Spring 2014)

Education

Colgate University

Bachelor of Arts (BA), English Literature & Studio Art

2012-2016 (expected)

Colgate

Activities and Societies: [Phi Eta Sigma Honor Society](#), [Colgate Admission Tour Guide](#)

Courses

Colgate University

Literary Journalism

Digital Studio Art

**Courses**

• List courses that demonstrate your experience relevant to your career aspirations

Projects

The Student-Athlete's Advatange

July 2014

• Refreshed and edited content for career-oriented publications aimed at student-athletes

• Utilized Adobe InDesign to layout content and graphics

2 team members, including

[Jane Smith](#)

Student at Colgate University

[Joe Jones](#)

Athletics Administrator

The Student-Athlete's Advantage

**Projects**

• Upload digital samples of your work that demonstrate your skills

• Link directly to collaborators' profiles

• Tip: Utilize Dropbox or Google Drive to create a project URL

Endorsements

Social Media

Event Planning

InDesign

**Endorsements**

• Build up endorsements from your connections for the skills listed on your profile

• Include skills pertinent to your field of interest that will garner results in keyword searches

Groups

The Official Colgate University Group

Unlisted • 8,229 members

**Gamma Phi Beta International Sorority**

Nonprofit Organization Management

11-50 employees

**Groups**

• Join and participate in group discussions

• Become known by adding to the conversation through sharing articles and commenting

Hide updates from your connections when making small changes to profile in your edit settings.

# Using LinkedIn as a Tool

Start Here

Join the **Official Colgate University Group**:

1. Complete your profile's education and experience sections
2. Upload a photo
3. Request access by clicking join



## Build Your Network

### Locate Alumni

It is appropriate for you to connect with people you do know AND do not know, but with whom you share interests or a commonality

- Find and connect with alumni by specific employer, location, industry, or major using LinkedIn's™ alumni filtering: [www.linkedin.com/alumni](http://www.linkedin.com/alumni).
- **ALWAYS** personalize messages when connecting! You are unable to send personalized invitations from your mobile device, so connect using a computer.
- **LinkedIn™ restricts characters in an initial contact message; be concise and directed.**

**\*Note that other users can see if you view their profile unless you change your user settings\***

#### To connect with someone you do not know

Hello Mr./Ms./Dr. \_\_\_\_\_,

I am a (class year) at Colgate University studying \_\_\_\_\_. I notice that you are working in the \_\_\_\_\_ industry. I would like to add you to my professional network to discuss this field in more detail. I look forward to connecting with you.  
Best,  
\_\_\_\_\_

#### To connect with someone after meeting

Hi \_\_\_\_\_,

It was so nice to meet you at \_\_\_\_\_. In looking at your profile, I see we share \_\_\_\_\_ in common. I would appreciate if we can stay in touch.  
Best,  
\_\_\_\_\_

## Next Steps

### Find Jobs

Some employers post openings strictly on LinkedIn.

- Utilize the search filters on [www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs).

### Research Employers

LinkedIn™ is your best tool for pre-interview research. Know your interviewer, the employer's influential employees, and latest news.

- Join groups on LinkedIn™ that you can join based on your professional interests or affiliations.
- Follow perspective employers to learn the inside track on recruiting.

### Be Found

LinkedIn™ is a recruiter's favored search method. Tailor your profile to be a marketable candidate.

- Research shows your networking will be 40x more effective with a 100% complete profile.
- Expand your profile with the content you cannot fit on your resume.