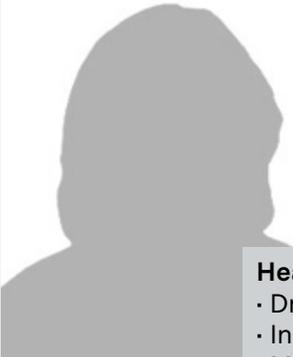


# Getting Started with LinkedIn





# Caroline Colgate

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

Current Colgate Career Services, Delta Delta  
Delta Sorority  
Previous The Citizen's Voice  
University

### Headshot

- Dress professionally
- Include only yourself
- More formal than Facebook

### Use a current title or a catchy descriptor

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

Complete your profile

Edit Profile

110 connections

www.linkedin.com/yourname/

### Customize Your URL

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

### 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.

### Introduce Yourself

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

### 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, & Instagram 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*

### 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

### 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

### Volunteering

- COVE groups
- Service days
- Community volunteerism

### Organizations

#### Organizations

- Campus involvement
- Affiliations (Greek, religious)

#### Advocates

LGBTQ Initiatives, Colgate University

September 2013 - Present (10 months) | Colgate University



## Honors and Awards

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

### Honors & Awards

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



## Education

Colgate University  
 Bachelor of Arts (BA), English Literature & Studio Art  
 2012-2016 (expected)



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 Advantage  
 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

### 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



The Student-Athlete's Advantage



## 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

- Join and participate in group discussions
- Become known by adding to the conversation through sharing articles and commenting

### Groups

-  **The Official Colgate University Group** ...  
Standard group
-  **Delta Delta Delta - Gamma Sigma** ...  
Standard group

**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 it 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.