

Getting Started with LinkedIn

How to set up a professional profile and use the platform as a tool

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Syracuse, NY Area | Public Relations and Communications

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

Use a current title or a catchy descriptor

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

Headshot

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

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

Honors & Awards

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



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

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

- Refreshed and edited content for career-oriented publications aimed at student-athletes
- Utilized Adobe InDesign to layout content and graphics

2 team members, including



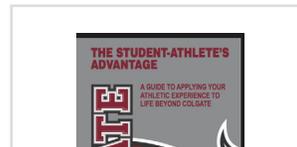
Jane Smith

Student at Colgate University



Joe Jones

Athletics Administrator



The Student-Athlete's Advantage



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** ...

 Standard group

 **Delta Delta Delta - Gamma Sigma** ...

 Standard group

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.

- **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.

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.