



USING LINKEDIN EFFECTIVELY

LinkedIn is a networking tool that connects the world's professionals to make them more productive and successful. LinkedIn allows you to access people, jobs, news, updates and insights that help you be great at what you do.

1. Build a strong profile:

- Display an informative headline (e.g. "Ohio State Honors student seeing mechanical engineering internship for May-August 20XX").
- Pick an appropriate photo of you ALONE and professionally dressed.
- List all your schools, major(s), courses, projects, GPA, honors and awards, etc.
- Develop a "Summary" statement that includes your qualifications, relevant work, extracurricular activities and goals.
- Sell your experience by uploading media files that show off projects from class or industry. Links or files can be uploaded to each section of your profile in the "Edit Profile" tab.
- Fill "Skills and Endorsements" with keywords and phrases that recruiters will look for when searching for candidates. Review the "Qualifications" section within a job posting to find this information.
- Collect recommendations from each position you held. Recruiters are most impressed from recommendations from supervisors who have directly managed you.
- Join relevant industry groups. [Groups](#) you join will appear on the bottom of your profile and will tell viewers that you are interested in engaging in professional communities.
- Set your LinkedIn profile to "public" and create a unique URL to increase the professional results that appear when people search for you online.

2. Expand your professional network:

- Stay on your network's radar by updating your LinkedIn status regularly. Examples include:
 - Insert the title and a "shortened" URL to a blog article that is timely, informative and relates to your "brand" or work in some way.
 - Post a link to a newsworthy web posting or news item that aligns with your expertise.
- Personalize your connection requests. Requests should be friendly yet professional. If necessary, include a reminder of where you met, who you met through, or what organization you have in common.
- Build connections by joining school groups ([The College of Engineering at OSU](#), [OSU Engineering Career Services-Students, Alumni & Employers](#)) to reach out to classmates and alumni. Find volunteer organizations and associations you belong to as well.
- Comment on group discussions. Every question you answer or topic you comment on is a chance to market yourself and build your credibility.
- Use LinkedIn's [Advanced Search](#) and [Company Pages](#) to learn about the background and interests of the people you're meeting during information sessions, career fairs and interviews.
- Check out the [Find Alumni Tool](#) to see where graduates are working with your degree and skill set.

3. Learn how in-mail messaging works:

- NEVER ask connections for a job. Ask for advice instead! Set up an informational interview to gather tips for your internship, co-op, and job search through the in-mail message feature.
 - Note: In-mail messages can only be sent to first degree connections.
- If you have a basic account, you can purchase up to 10 in-mails (\$10 per in-mail message) in order to send messages to non-connections.
- Upgrading your account to "Job Seeker" allows 3 in-mail messages per month; upgrading to a "Job Seeker Plus" account allows 10 in-mail messages per month.

4. Identify opportunities:

- Follow [Company Pages](#) to view open positions and current employee profiles.
- Search the [Student Jobs Portal](#) for entry-level job and internship postings on LinkedIn. Once you apply, employers will be able to see your full LinkedIn profile.
- Follow up your application with a message to the recruiter who posted the opportunity (you can often find this information in the job posting). A short note explaining how you fit and restating your interest in the job is appropriate.

