

## ► Why use LinkedIn?

LinkedIn is a professional networking social media platform. Over 250 million professionals worldwide use LinkedIn, including 29,000+ Fitchburg State Alumni. Connect with others in your field to grow your network and make connections that may help you land a job or internship. Having a strong network can help you learn about, and land, jobs that are not posted publicly. These positions are often filled through referrals from current employees. Developing a strong network through LinkedIn can ensure that you are on that list of referrals!

## ► Your LinkedIn Profile

- **Photo**—Dress professionally and have a friend take a picture of you from the shoulders up against a neutral background. Your profile is 7x more likely to be viewed if you have a high-quality photo.
- **Headline**—Your headline should tell people who you are today and your interests. Example: Third-year Business Marketing student seeking internship position in social media.
- **Summary**—Think of this as a short cover letter that tells readers who you are, what your key skills are and what you are interested in professionally. Read examples of other people's LinkedIn summaries and spend the time to write a summary that captures your key accomplishments and skills. <https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>
- **Education**—Starting with Fitchburg State, list all of the educational experiences you've had, including study abroad experiences and summer programs. Feel free to include your major, minor, important coursework, GPA, major projects or research, and awards. You can also list an Associate's degree or certificate program, if you have one.
- **Experience**—List all of the work experience you have, including unpaid, and what you accomplished at each job. You can pull this information from your resume, but no need for bullet points. One or two sentences per experience is enough.
- **Skills**—This section is for you to highlight skills that you have demonstrated. Recruiters often search for job seekers by using skills keywords, so be sure to include important keywords related to your field.

## ► Getting the Most out of LinkedIn

- **Making Connections**—Who should you connect with? Professors, classmates, family, friends, job and internship supervisors and co-workers, and alumni. When you want to connect with someone send them a short message to remind them where they know you from and to ask to connect.
- **Groups**—Joining groups can help you stay up-to-date in your field and make new connections. Join the FSU Alumni group, groups representing your industry, and organizations you belong to or volunteer for.
- **Add to your Profile**—You can add information to the Accomplishments section of your profile to highlight your involvement and achievements, including projects, languages, honors and awards, etc.
- **Recommendations and Endorsements**—Reach out to your contacts to ask for endorsements of your skills and for recommendations from professors or supervisors. Return the favor for others by endorsing skills, commenting on their updates or forwarding a job listing.
- **Search for Jobs and Internships**—Use the Jobs tab to search for jobs and internships in your field. You can also signal to recruiters that you are actively or casually looking and what types of positions you are open to. LinkedIn will let you know if you have any network or alumni connections at a particular company you plan to apply to.
- **Career Path Research**—You can search LinkedIn profiles to learn about career paths of people in fields that interest you. Use the search bar, or go to the Fitchburg State LinkedIn page to search Fitchburg State alumni. When you find a profile that interests you, read through the person's job history to see how they progressed from a student to their current position.
- **Build Networking into your Job Search**—When you search for jobs and internships on LinkedIn, you are able to see whether Fitchburg State alumni work at the company. Use this information to reach out to alumni to ask about the hiring process at the company or if they have any advice for the interview process. Use your connection with fellow Falcons to get information and potentially get job leads in your field.

## ► Tips for Success

- **Keep it Professional**—LinkedIn is a professional networking tool. Do not include any personal details and make sure everything you share is career-related.
- **Keep your Profile Up-to-Date**—Recruiters use LinkedIn to search for potential candidates. Update your profile regularly to reflect your experience and interest areas.
- **Check Your Work**—As a final step, come into the Career Services and Advising Center to ask us to review your profile. Ask the reviewer to check spelling and grammar and to make sure that your goals are reflected in your profile.

FOR MORE INFORMATION, CONTACT

Career Services and Advising Center

Hammond Hall, Room 318

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