



LinkedIn Tip Sheet

[Keene State College Career Services](#)

[How to Use LinkedIn for Beginners](#)

BUILD YOUR PROFILE

EDIT YOUR PERSONAL URL (located on the upper right-hand side of your profile page)

- Customize your public LinkedIn URL – include it on your resume and professional communications

INTRODUCTION SECTION

- **Profile Picture:** It doesn't have to be fancy: a cellphone picture of you in front of a plain background. Pay attention to what is behind you – nothing should distract from your face. Look professional and smile!
- **Banner Image:** Make your profile more visually appealing. Use a photo relevant to your career goals or what you enjoy doing. It should be sized 1,584 x 396 pixels for best results. LinkedIn also provides different backgrounds.
- **Headline:** A brief statement (280 characters) with specific key words and skills that are related to the careers and industries you are interested in.
- **About:** Briefly, in 4-5 lines, tell your story: describe what interests and motivates you, what you're skilled at, and what's next. Explain why you want to do what you want to do.

ADD PROFILE SECTION (located below your profile picture and name)

Core

Education

- Select your correct degree (Bachelor of Arts, Bachelor of Science, etc.), major(s), minor(s)
- Include educational experiences like research projects, student groups, athletics
- Skills: add your top 5 skills used in this experience
- Media: add examples of what you've done including images, documents, sites, or presentations

Position (paid and unpaid relevant experiences)

- Add experiences that are relevant to your career goals (internships, jobs, projects, leadership, etc.)
- Bullet keyword-rich descriptions and include accomplishments and skills
- Skills: add your top 5 skills used in this experience
- Media: add examples of what you've done including images, documents, sites, or presentations

Skills

- **Recruiters use this section to find candidates.**
- You can add up to 50 skills – the more skills you have, the better
- LinkedIn provides auto-suggestions

Recommended

Featured

- Show what you're proud of. Feature your best articles, posts, documents, photos, websites, videos, or presentations. You can even create a brief video introducing yourself to recruiters and your network!

Licenses & Certifications

- Add anything relevant to what you want to do (ex. CPR, OSHA, Educator Certification, Microsoft)
- Skills: add at least 1 skill to each license or certification

Projects

- This is a great place to add projects you've done through your courses
- Skills: add your top 5 skills used in this experience
- Media: add examples of what you've done including images, documents, sites, or presentations

Courses

- Include any course that demonstrates knowledge and skills related to your career interests

Recommendations

- Ask managers, professors, and classmates who have worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.
- Personalize your request

Additional

- **Volunteer Experience, Publications, Honors & Awards, Languages, Organizations, Causes**
- **Contact Info**

NEED HELP? WONDERING ABOUT PRIVACY AND ACCOUNT SETTINGS?

- Click on the "Me" tab in the upper right-hand corner for Help, Settings, & Privacy

TABS

HOME TAB

- Your newsfeed of everything happening in your network
- Post professional updates, share links and articles with your network

MY NETWORK TAB

- LinkedIn recommends People, Groups, Companies, and Hashtags for you
- You have the option to add LinkedIn connections from your email contacts

JOBS TAB

- Use the filters to refine your job and internship search

MESSAGING TAB

- Communicate directly with your connections

NOTIFICATIONS TAB

- Stay up to date on what your connections are doing

ENGAGE YOUR NETWORK

LINKEDIN SEARCH BAR

- Search keywords and get results for people, jobs, groups, companies, and schools
- Search for and follow companies that interest you
- Search for people you know, click on their profile, click "connect", and write a personalized invitation to connect

ALUMNI

- Search for the "Keene State College" school page and go to the Alumni tab. There are over 25,000 KSC alumni on LinkedIn. You can search by location, employer, job, major, and skills.

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