LinkedIn Tip Sheet
Keene State College Academic & Career Advising
www.keene.edu/academics/aca/

Think about LinkedIn as telling the story of who you are and what you want to become.

BUILD YOUR PROFILE

INTRO 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. Wear a nice shirt and smile!
• **Background Picture**: Make your profile more visually appealing (in a professional way). Use this to show your personality or highlight a skill. It should not be cluttered.
• **Headline**: A brief statement describing your current situation/profession and/or future goals.
• **About**: Tell a short story: describe what motivates you, what you’re skilled at, and what’s next. Explain why you want to do what you want to do. Mention adversities overcome, if any, or opportunities you seized. Keep the summary to one paragraph or less.
• **Uploads**: Add or link to external documents, photos, videos, sound files, presentations, and personal websites. Create a brief video introducing yourself to recruiters and your network.

ADD PROFILE SECTION (located to the right of your profile picture and name)

You can list an experience in more than one section.

- **Background**
  - **Work Experience (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.
    • Upload or link to any external resources that highlight what you’ve done.
    • Refer to ACA’s Resume Guide and samples in JobWISE to help you describe your experiences.
  - **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
    • Upload what you might include in a portfolio.
  - **Volunteer Experience**
    • Include all transferable skills (communication, teamwork, problem-solving, etc.), as well as accomplishments, and obstacles overcome. What made the experience meaningful to you?
  - **Licenses & Certifications**
    • Add anything you think is relevant to what you want to do (e.g. CPR, OSHA, Educator Certification, Microsoft, etc.)

- **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.

- **Accomplishments**
  • This section offers a range of options including courses, projects, languages, and organizations.

- **Additional Information: Request a Recommendation**
  • Ask managers, professors, or classmates who have worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.
  • Personalize your request.
EDIT YOUR PUBLIC PROFILE (located on the upper right-hand side of your profile page)
- Customize your public LinkedIn URL – include it on your resume and professional communications.
- Select what the public sees when they click on that URL.

WONDERING ABOUT PRIVACY?
- Click on the “Me” tab on your homepage to access privacy, account, and communication settings.

NEED HELP?
- Go to “Me” tab and click on “Open Quick Help” for answers to all of your LinkedIn questions

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.
- Search for groups based on your professional interests. Join, respond to posts, share information, ask questions of the groups.
- The search function provides many filters to help you research and connect.

ALUMNI
- Search for the “Keene State College” school page and go to the Alumni tab. There are over 21,000 KSC alumni on LinkedIn. You can search by location, employer, job, major, and skills.

HOME TAB
- Your newsfeed of everything happening in your network.
- Post professional updates, share links and articles with your network
- If you enjoy writing, consider writing about your professional/career interests using the “Write an Article” feature

MY NETWORK TAB
- LinkedIn recommends People, Groups, Companies, and Hashtags for you.
- “More Options” gives you the opportunity 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.