LinkedIn - What is it?

- **CONNECTIONS:** Way to connect with people and groups in your field of interest. Not a social network!
- **RESEARCH:** Jobs, organizations, people,
- **GET ANSWERS:** Ask industry experts who are willing to share advice and their connections.
- **PERSONAL BRANDING:** Personalize your skill set and employment search.

1. Create an Account / LINK IN WITH ME: Nicole Van Den Heuvel
2. Create your Profile (As complete as possible)
   - **PICTURE:** Make sure it's professional looking
   - **PROFILE HEADING:** Make it pop. Not “Rice undergrad” but “Rice Honors Economics student seeking Consulting internship”.
   - **SUMMARY:** Be concise and confident about your qualifications and tailor it to your interests. Use as many key words as possible.
   - **EXPERIENCE:** Include volunteer work, summer jobs, Rice leadership activities, Research Project, internships, community service.
   - **RECOMMENDATIONS:** Get one from your prof, previous employer, volunteer project, team member on a project, etc.
   - **SKILLS:** LinkedIn will give you a list of skills to choose from, or add your own. BE AS SPECIFIC AS POSSIBLE.
   - **LANGUAGES:** A plus if you have additional languages
   - **EDUCATION:** Activities and Societies, another way to link your interests and leadership experience.
   - **ADDITIONAL INFO:** Add websites that interest you. Join groups
3. Search internships/jobs
   - Top right box searches by: People, Jobs, Companies, Groups, Answers. Do the ADVANCED SEARCH
4. Job Search: Be as specific as possible. You can search by: location, key words, people.
5. Company Search: You can “Follow Company”
6. Stay-up-to-date with MESSAGES Folder and INVITATIONS folder.
7. Interested in the company, but no applicable jobs? Find a connection and ask for info.
8. Connections: Start with your friends, family. Upload your online address book. Customize your LinkedIn requests. Don’t use the generic one.
9. Join Groups related to your professional interests and communities