

## SETTING UP BASICS

### 1. Photo—a must have!

- Professional headshot
- Good lighting
- No one but you in the photo
- Contact Career Services if you need a photo

### 2. Headline

- “Student” vs. Health Administration Student | Vice President of XYZ Organization
- Be descriptive of both current and future aspirations

*What should your headline be?*

### 3. Contact Info

- The amount of contact info you provide will depend upon your purpose and goals for using LinkedIn
- Email, phone, Twitter, website are all common things to share
- At a minimum, create a personalized LinkedIn url for your resume

### 4. Summary

- This is your bio, so make it personal, yet professional
- Keywords in your summary will help recruiters find you

*What are key words you want in your summary?*

### 5. Sections

- Professional & Volunteer Experience—include everything!
- Add links and documents related to your experience—turns your LinkedIn profile into a career portfolio
- Education, Certifications & Classes
- Organizations (memberships)

**TIP: Get these basics in order before you start connecting with a lot of people**

## BASICS OF USING LINKEDIN

### 1. Privacy Settings

- Go to your small photo in upper right corner and click on Privacy & Settings
- Profile:
  - i. Turn on/off activity broadcasts (want this off when you are doing a lot of updating)
  - ii. Activity feed—good to have this visible.
  - iii. What others can see when you’ve viewed their profile
- Communications
  - i. Frequency of emails
  - ii. Types of messages you are willing to receive
- Account
  - i. Profile photo visibility

## 2. Connect

**TIP:** ALWAYS personalize the connect request—be authentic, polite & positive

- Start with people who you know well
- Just getting started? Move through one 'group' within your network each week to invite people, and set a goal for number of invites to send each week
- 'People You May Know' function
- Alumni & University pages

## 3. Groups

- Stay up to date on a particular field, the hot topics, trends, events, etc.
- Can help you through a professional transition
- Contribute to discussions and share resources to help build your network
- Communicate with other Group Members
- To find groups, search by keyword, look up professional associations and see which groups others in your field belong to

**TIP:** Observe a group for a while before you start commenting/sharing

## 4. Research

- Companies, people, positions
- Exploratory—identify people for informational interviews, skills you may need, etc.
- When preparing to apply or interview for a job

## 5. Recommendations

## SUMMARY

### Use LinkedIn to:

- Network—with people you know and new connections
- Research—general research in your field and focused research for a job
- When applying for Jobs—complement and expand your resume, application and interview

### Three Key Actions:

1. **Connect** with People
2. **Join** Groups
3. **Follow** Companies & Leaders

**And... Remember to join the "UNMC CPH Students & Alumni" Group!**