LinkedIn for Students
UNMC, COPH Career Services           Wednesday, November 20, 2013

**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

**BASES 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 COPH Students & Alumni” Group!