**LINKEDIN- BUILDING A GREAT STUDENT PROFILE**

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**Write an Informative Proﬁle Headline**

Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the proﬁles of students and recent alumni you admire for ideas.

**Pick an Appropriate Photo**

LinkedIn isn’t Facebook. Upload a high-quality photo (your proﬁle will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

**Show Off Your Education**

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

**Develop a Professional Summary**

Your Summary statement is like the ﬁrst few paragraphs of your best-written cover letter — concise and conﬁdent about your qualiﬁcations and goals. Include relevant work and extracurricular activities.

**Fill “Skills & Expertise” With Keywords**

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and proﬁles of people who have the kinds of roles you want.

**Update Your Status Regularly**

Posting updates helps you stay on your network’s radar and build your professional image. Mention your projects, professional books or articles, or events you’re attending. Many recruiters read your feed!

**Collect Diverse Recommendations**

The best proﬁles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

**Claim Your Unique LinkedIn URL**

To increase the professional results that appear when people search for you online, set your LinkedIn proﬁle to “public” and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).

**Share Your Work**

You can also add actual examples of your writing, design work, or other accomplishments on your proﬁle, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

**Show Your Connectedness**

Groups you join appear at the bottom of your proﬁle. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

Join the ***Clark College, Vancouver WA***

LinkedIn group for information on jobs and upcoming employer events.

www.linkedin.com/groups/Clark-College-Vancouver-WA-796387

**LINKEDIN ETIQUETTE: 10 THINGS YOU MUST DO**

by [Melonie Dodaro](http://topdogsocialmedia.com/author/melonie-dodaro/), Top Dog Social Media

**1.     Personalize Connection Requests**

It’s important to personalize all connection requests and avoid sending the default message like it’s the black plague. There are many people on LinkedIn that don’t appreciate random requests without a personal message. These are the example people who are likely to hit the “Report Spam” or “I Don’t Know This Person” button. If that happens a few times, you’ll be tossed into LinkedIn jail.

**2.     Have a Profile Picture**

Don’t start connecting with people until you have a professional photo of yourself. Your profile picture should be a nice clean and professional headshot.

**3.     Personalize Your Recommendation Requests**

Sadly, there are many people who get in the habit of simply requesting a recommendation without adding a personal message. If you want to successfully receive recommendations from those who you know it’s important to provide a personal note telling them what you are looking for one and always offer to reciprocate when appropriate.

**4.     Keep it Professional at All Times**

Do not talk about anything that isn’t relevant to business on LinkedIn. Ever. LinkedIn is a business social network and people expect everything to be professional at all times.

**5.     Turn Off Notifications When Updating Your Profile**

Profile updates can get a bit annoying for your connections if you decide to make a lot of changes to your profile in one day. It’s best to disable notifications when doing any profile updating for this reason.

**6.     Send a Welcome Message That Provides Value**

One of the most critical steps in my LinkedIn marketing process is sending a “welcome” message to new connections to open up dialogue. Aim to provide them with some sort of value if you want to increase your odds of getting a response. You might choose to offer an article that you or someone else has written that you know would provide value to your new connection. The important thing to remember when you are learning how to use LinkedIn effectively is that if it doesn’t provide clear value, it is spam!

**7.     Regularly Nurture Relationships**

Make an effort to reach out to your valued connections whenever it makes sense to nurture the relationship. It can be as easy as leaving a positive comment on their recent update, sending them useful content specific to their profession or even a simple “congrats” for a promotion or a new product launch in their business. Success comes through selflessness. Trust me!

**8.     Make Your Contact List Open to Your Connections**

It’s important to open your contacts list up to your new connections, hiding them will have you seen as self-serving. When you connect with someone new you can see all of their contacts, what do you think they will feel about you if they see you have hidden your contacts?

**9.     Introduce Your Connections to Each Other**

The best way to eventually gain referrals is by giving them to others. Be proactive with your business matchmaking and do the best you can to connect valuable connections with each other if you sense that there could be some synergy.

**10.  Respond Promptly To Messages**

I like to treat LinkedIn etiquette similar to email in this sense. 1-2 days for a response is perfectly acceptable but any longer is pushing the envelope.