

# LinkedIn 101: A Primer



How to set up and utilize LinkedIn for your job search

## Getting Started

As you start your LinkedIn profile, make sure you have answers to the following questions:

### Profile

1. Do you have a professional profile picture? A **professional** picture. This means that you need to look like you would for an interview or when working. When employers look at that picture, it needs to give the impression you are responsible, professional, and capable at a glance. If you want to use a logo, that's totally fine, but make sure it's simple, attractive, and will draw attention to you and your profile as a whole.
2. Have you listed your contact information outside of LinkedIn? This is the #1 mistake I see people make...no contact info!
3. Have you listed your portfolio URL/blog/capstone in both the personal website area and at the bottom of your summary in a Live Links section? You don't want anyone to miss your amazing work, do you?
4. Have you personalized your profile URL? When you are in edit mode, you have the ability to personalize your URL. This helps list your profile on business cards and resumes.
5. What are your career goals? Be specific. Don't use vague words like loyal, creative, writer, people person, etc. Give specific examples. Make sure your Summary is a key word rich **narrative** that tells those employers how fabulous, talented, and professional YOU are! Remember: The key words get you through the SEO first. The narrative speaks to the recruiter/HR representative.
6. Can you describe your degree program? This is your chance to let others know all of the amazing things you have learned here at KSU. Make sure to include key classes.
7. Can you list and describe the classes that will highlight your talents in your chosen career field? Be detailed.
8. Use action words to describe what you are doing or have done in classes or at your places of business. (i.e. designed, calculated, lead, organized, analyzed, coordinate)
9. Use the project option to list projects that you've worked on here on campus and in your classes. Once you've gotten that first big gig, then your professional projects can go in place of your student projects.
10. Have you proofread and edited? No really, have you? Double, triple, quadruple check. Then have 3 other people look at your profile.

*To do it right, LinkedIn takes some effort. You need to think of it as importantly as your resume and cover letter.*

*First, prepare to spend time considering your goals for your employment search and wants for a career.*

*Second, remember this is the image that you are presenting to the professional world. Image is everything! This could be the first opportunity your portfolio, communication skills, and talents are seen by a potential employer.*

*Make sure that all of your social media profiles reflect who you are and what you want to communicate professionally.*

**Connect with me on LinkedIn:**

**LinkedIn.com/in/  
smweldon**