



# Profile Tips and Suggestions for Graduate Students

Get Started: The Power of Connections: LinkedIn.com

Download the “LinkedIn Students” App to launch your career

## Settings

- Click on the “Me” tab (your photo/icon) and select **Privacy & Settings**.
- Under Privacy, turn off “Sharing profile edits” so every change you make is not broadcast to your connections.
- Check your options for who can view your Profile.

## Profile

- On the “Me” tab, click “View Profile,” then select the pencil icon to edit your information.
- Include “Name of Major—Graduate Student at XYZ University” as your **Profile** headline.
- The first 200 words of your **Summary** will be visible to viewers; edit carefully to have your strengths and specialties immediately apparent to your readers.
- Add keywords (nouns and phrases that highlight technical skills, projects and achievements) to your profile by editing the **Skills** section; only four will initially appear so move them around to display the most important ones.
- Type a skill into the search box and your options will appear. Select skills that you have developed or are currently using to add to your Profile.
- Find additional keywords to match your major/career path by reviewing the profiles of others in your field.

## Add People and Groups

- On the “My Network” tab, you’ll see specific individuals to invite with a connection request.
- Add industry and interest groups to your account by opening the “Work” page (upper right) and selecting Groups. Click on “Discover” to see available groups.
- Join relevant job search groups (by industry or desired location) and begin to sort through the jobs for entry-level openings (0-3 years of experience) or positions that are more advanced.
- Or, use the new **LinkedIn Students** app to locate jobs and possible alumni connections.

## Alumni Search

- Click the top search bar to look for people at a specific company or location.
- Use the filters on the right side to search by “School,” “Current or Past Company,” or “Industries.”
- Review the Profiles of the people who appear in your search; decide to contact the individuals who seem like a good fit.
- Try this sample message to connect with alumni:

*Dear Name,*

*I’m a graduate student with a few questions about your career. I’m trying to learn more about management roles at biotech companies, and your help would be greatly appreciated. Could I follow up with a phone call?*

*Thank you, Your Name*



# Building a Great Student Profile

Showcase your experience and interests.

## 1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

## 2. Pick an appropriate photo

LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

## 3. Show off your education

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

## 4. Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extra-curriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

## 5. Fill “Specialties” with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

## 6. Update your status weekly

A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

## 7. Show your connectedness with badges

Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

## 8. Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

## 9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

## 10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.