

## LinkedIn - What is it?

- **CONNECTIONS:** Way to connect with people and groups in your field of interest. Not a social network!
  - **RESEARCH:** Jobs, organizations, people,
  - **GET ANSWERS:** Ask industry experts who are willing to share advice and their connections.
  - **PERSONAL BRANDING:** Personalize your skill set and employment search.
1. Create an Account / LINK IN WITH ME: Nicole Van Den Heuvel
  2. Create your Profile (As complete as possible)
    - **PICTURE:** Make sure it's professional looking
    - **PROFILE HEADING:** Make it pop. Not "Rice undergrad" but "Rice Honors Economics student seeking Consulting internship".
    - **SUMMARY:** Be concise and confident about your qualifications and tailor it to your interests. Use as many key words as possible.
    - **EXPERIENCE:** Include volunteer work, summer jobs, Rice leadership activities, Research Project, internships, community service.
    - **RECOMMENDATIONS:** Get one from your prof, previous employer, volunteer project, team member on a project, etc.
    - **SKILLS:** LinkedIn will give you a list of skills to choose from, or add your own. BE AS SPECIFIC AS POSSIBLE.
    - **LANGUAGES:** A plus if you have additional languages
    - **EDUCATION:** Activities and Societies, another way to link your interests and leadership experience.
    - **ADDITIONAL INFO:** Add websites that interest you. Join groups
  3. Search internships/jobs
    - Top right box searches by: People, Jobs, Companies, Groups, Answers. Do the ADVANCED SEARCH
  4. Job Search: Be as specific as possible. You can search by: location, key words, people.
  5. Company Search: You can "Follow Company"
  6. Stay-up-to-date with MESSAGES Folder and INVITATIONS folder.
  7. Interested in the company, but no applicable jobs? Find a connection and ask for info.
  8. Connections: Start with your friends, family. Upload your online address book. Customize your LinkedIn requests. Don't use the generic one.
  9. Join Groups related to your professional interests and communities
  10. Tutorials: <http://learn.linkedin.com/students>, [http://www.linkedin.com/studentjobs](http://learn.linkedin.com/http://www.linkedin.com/studentjobs)

