LinkedIn How To!

Step 1 - Present Yourself
- **Tell your story.** Your LinkedIn profile is an interactive business card. Use it to describe your *summer jobs, internships, volunteer positions, or personal passions*. You've already accomplished a lot. Now it's your time to shine.
- **Did you know?** LinkedIn profiles are often one of the first results in Google search. Make this work for you. If your name is searched, be sure your profile looks its best.

What's a complete profile? A 100%-complete profile includes your education, work experience, a customized url with your name, etc. It also is 40 times more likely to get seen by employers, and increase your chances for an employment offer.

[Build your profile](www.linkedin.com)

Step 2 - Get Connected
- **You've already got a network.** Find and join your university’s LinkedIn Group and connect with alums. *What to ask:* Trends in their industry, the companies they most respect, and how they prepared themselves to succeed.
- **Friends and Family plan.** Who are you close to? Do they work someplace interesting? LinkedIn lets you connect with family and friends. Your parents, your favorite professor, your hip aunt, and your entrepreneurial neighbor.
- **Did you know?** You're already in. Upload your address book to LinkedIn. In seconds you can connect to everyone from your classmates to your manager.

Step 3 - Build the Good Word
- **Get a reputation.** LinkedIn recommendations look really, really good to employers. Plus they help you build a strong reputation, and they will always be a badge of honor on your profile.
- **Everyone matters.** Ask your professors. How about your internship supervisor? Or your campus job manager? They're already pleased with your work. Let them recommend you.
- **How do recommendations help?** Getting recommendations from professors, previous employers and fellow students can help show why people enjoy working with you. It also illustrates your achievements and project credibility when respected colleagues can verify your talents and abilities. Here are some actual sample recommendations from LinkedIn:
  - “Eric is a phenomenal individual and a man of many talents. I am impressed with his professionalism on and off the Hamilton campus. His skills as an ambassador for Hamilton College are exceptional. This is one young man you'll want working with your team! It is my pleasure to recommend Eric.” December 13, 2008
  - Rosemarie Traina-Moreno, Parents Advisory Council, Parent Volunteer-Annual Fund/Leadership Giving, Hamilton College worked with Eric at Hamilton College
  - “Jeannie has been a consistently great contributor at Core77 for several years. Her insights and understanding of the design industry are invaluable to us, and her writing is superb. She delivers on time with minimum supervision, and is a pleasure to work with.” July 3, 2007
  - Top qualities: Great Results, High Integrity, Creative
  - Stuart Constantine, hired Jeannie as a Writer/Editor in 2007, and hired Jeannie more than once

Additional Ideas