



Basics of LinkedIn

What is LinkedIn?

[LinkedIn](#) is a free social networking site for career development and professional use. LinkedIn can help you get noticed by employers, make and keep professional connections, and ultimately lead to job opportunities.

STEP ONE: Create and Fill Out Your Profile

- **Profile Picture:** This should be a head and shoulders photograph of just you. Smiling in your picture is recommended. This does not have to be a professional headshot – anyone can take the photo.
- **Appropriate Headline:** This is usually a variation of *Job Title* at *Company* to describe your situation.
 - Examples: Senior Mechanical Engineering Student at Texas Tech, Computer Science Student Seeking Internship, X Intern at Y Company, Incoming X Engineer at Y Company
- **Thoughtful Summary:** 1-2 short paragraphs describing your experience, qualifications, and goals. This is like a general elevator pitch and should answer questions like: What are you doing now? What have you done in the past? What do you want to do in the future?
- **Experience:** Fill this out like a resume using strong verbs, technical language, keywords for your major, and stats like numbers and percentages. You can include project and work experience here.
 - Always have a current job listed to show that you actively use LinkedIn. You can use Full-Time Student or Recent Graduate if that describes your current situation best.
- **Education:** List your involvement and leadership with engineering-related activities listed first.
- **Skills:** List most relevant technical skills before any soft skills.
- **Accomplishments & Other Sections:** Add projects, test scores, scholarships, organizations, awards, etc. as appropriate. Anything that could be relevant for an employer is great to add.

Additional Profile Tips

- Customize your profile URL for your resume under “Edit public profile & URL”.
- Add multimedia like pictures to show off your projects/work experience.
 - If adding a resume, redact info you don’t want public like your address and phone number.
- Let recruiters know you’re open to new opportunities via your profile.

STEP TWO: Use LinkedIn

- Search for and connect with friends, faculty/staff, recruiters, and anyone you may already know first.
- Find new connections at companies by searching “*Company Name* ‘Texas Tech’” to find alumni and “*Company Name* Recruiter” to find HR professionals. Rather than paying for LinkedIn Premium, send a thoughtful, personalized message with your connection request to contact the individual.
- Stay in touch via messaging and liking/commenting on posts from connections and companies.
- Search and apply for jobs via the jobs tab.

Caution

- All content posted on LinkedIn must be professional! Anything you share, comment on, or react to can be seen by your connections and potential employers.
- The default setting on LinkedIn is that others are notified when you view their profile. This is designed to help you network, but it’s something to keep in mind as you search and view profiles.

REMINDER: Attend a LinkedIn workshop for more information and get your LinkedIn profile critiqued. Contact the EOC at coe.careers@ttu.edu for more information.