



TEXAS TECH UNIVERSITY

University Career Center

## LINKEDIN NETWORKING

LinkedIn is an excellent way to enhance your career and expand your job search. This networking tool is designed for the professional and will not include the same type of information that social media accounts contain. LinkedIn can help you make contacts within companies that interest you for a more focused job search; it is not the only job search tool, so do not rely on it exclusively.

The following tips will help you enhance your own profile to aid potential connections in finding you as well as give you some directions on how to

### **Put in the Time to Make Your Profile Awesome**

Simply put, the more complete your profile, the better the odds that recruiters will find you in the first place. So, completeness is important from that standpoint. It's also important after a recruiter has found you and decided to click on your profile. They want to know what your skills are, where you've worked, and what people think of you. So, fill out every single section of your profile that applies to you. The good news? LinkedIn will actually measure the "completeness" of your profile as you work and offer suggestions on how to make it stronger.

Some areas to focus on:

- Write a thoughtful, eye-catching headline.
- Choose a great photo. Remember, it should be a head shot so that you are recognizable and looking directly at the camera.
- Write an intentional About section, focusing on introducing yourself and demonstrating what you can add early on. Avoid long paragraphs so that it's easy to skim quickly.
- Be warm and welcoming, infusing your personality. Err on the formal side but it's okay to talk in the first person.

### **Customize Your URL**

It's much easier to publicize your profile with a customized URL (ideally [linkedin.com/yourname](https://www.linkedin.com/yourname)), rather than the clunky combination of numbers that LinkedIn automatically assigns when you sign up. How to get one? On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you'll see a Public Profile URL. Click "Edit" next to the URL, and specify what you'd like your address to be. When you're finished, click Set Custom URL.

### **Use Your Target Job Descriptions to Your Advantage**

Take a look at the job descriptions of the positions you're after, and dump them into a word cloud tool to see those words that stand out. You can also use resources like ChatGPT to analyze job descriptions and highlight the most sought after skills. Make sure those words and phrases are sprinkled throughout your summary and experience.

### **Quantify Your Achievements Early On**

Highlight past results in your About section. How can you demonstrate your impact quickly? Knowing this, you'll serve yourself well to market yourself as a high performer in your summary and experience section (think action words, accomplishments, talking about times you've been promoted or hand-picked for projects).

### **Pay Attention to Your Recent Experience and Past Titles**

Because most recruiting professionals use the current title box to search candidates, they may miss out on you if your most recent title doesn't relate to your future goals. In your current section, you can list a dummy job listing such as "Full-Time Student/Financial Analyst in Training" with a phrase like Seeking New Opportunity or In Transition in the company name. However, don't intentionally misrepresent your past experiences.

### **Add Multimedia to Your Summary**

Adding evidence of your work, such as photos, videos, and slideshow presentations can help showcase your work and drive interest quickly. To do this, click 'Edit profile,' scroll down to your summary, then click on the box symbol, then 'add file.'



TEXAS TECH UNIVERSITY

University Career Center

### **Add Projects, Volunteer Experiences, or Languages**

Do you speak Mandarin? Have a project management certification? Volunteer for Dress for Success every weekend? Adding these “additional” profile features (listed on the left when you’re editing your profile) is a great way to showcase your unique skills and experiences.

### **Update Your Status**

Just like on Facebook, you can update your LinkedIn status as often as you wish. So, do! Update it professionally and strategically (share the article you just wrote, not what you ate for lunch today), ideally once a week. Your entire network will see your updates, both in their news feeds and in the weekly LinkedIn network updates emails they receive.

### **Become an Author**

All users can write and publish their work on the platform. As you develop experience and advance within your chosen profession, share your perspective about what’s going on in your field or weigh in on a recent industry development. It’s a great way to get noticed. You could also add your blog using plugins to automatically publish your new posts to LinkedIn.

### **Be a Groupie**

LinkedIn Groups are an incredible resource—and they can do wonders for your job search. By joining groups relevant to your profession or industry, you’ll show that you’re engaged in your field. But more importantly, you’ll instantly be connected to people and part of relevant discussions in your field—kind of like an ongoing, online networking event.

### **Have at Least 50 Connections**

Having 50 or fewer connections on LinkedIn tells recruiters one of three things: 1) You are a recluse who knows very few people, 2) You’re paranoid about connecting with others, or 3) Technology and social media are scary to you. None of these are good. Aim for at least 50-100 people with whom you’re connected as a starting point.

### **Customize the Connection Message**

As you think about expanding your network, aim for a balance of people you are familiar with and people you don’t know. If you connect with too many people you don’t know, your profile could get flagged. As you send connection requests, make sure to explain why you have sent that request, especially if it’s someone who you don’t know. Maybe they are on the recruiting team for one of your top 5 companies or you just met them at the career fair and want to stay up-to-date on postings with their company; either way, let them know!