

Navigating LinkedIn for Students – Getting Started!

Profile Optimization:

LinkedIn and your online presence are becoming almost as important a great Curriculum Vitae (CV). So, as your jump into the workforce It is important you begin working on your LinkedIn profile.

70% of recruiters do check applicants' social media. This means that having a great online presence matters. Especially when you start applying for jobs. LinkedIn will walk you through the necessary steps to complete your profile, but here are important things to keep in mind:



1. Use a professional headshot.

Avoid selfies with filters, that cut off parts of your face, or that have you making a funny faces. LinkedIn is a professional platform and your profile should come off as such.

Great fact and a reason to always have a profile picture uploaded:

You will get 21x more profile views and 9x more connection requests with a professional headshot.

2. Headline

Stop only using your job title and the company you work for in your LinkedIn headline. You're more than that! 🙋

If you want to stand out, connect with more people, and grow your network, it is time to spice it up.

Your LinkedIn headline is one of the most visible sections on your LinkedIn profile. So, if utilized correctly **you will appear in more LinkedIn searches** and attract more attention!

Example:

[Your Specialty/Career Title/Ideal Career] | [Degree/Certification] | [Hard Skill] | [Hard Skill/Quote/What You Are Known For]

Experience



MBA Candidate
Harvard Business School
Sep 2019 – Present · 10 mos



Associate Director
Turner Impact Capital
Oct 2017 – Aug 2019 · 1 yr 11 mos
Los Angeles, CA

Expanding access to best-in-class, value-based and patient-centered medical care within underserved communities across the United States
Supporting the sourcing, underwriting, due diligence, negotiation and execution of healthcare investment opportunities for the Turner Healthcare Facilities Fund [...see more](#)



Associate
Clayton Dubilier & Rice
Aug 2015 – Aug 2017 · 2 yrs 1 mo
New York, NY

Member of private equity investment team managing ~\$22 billion in assets across consumer, healthcare, technology services and industrial verticals
Board Observer to Vets First Choice (technology-enabled veterinary compounding, prescription management and population data & analytics platform)

3. Next, add any experience you have.

This can be simple jobs you have had in the past or internships. Showing that you have workplace experience is important! Recruiters search for keywords, companies, and locations. So, make sure you add this information.

If you have no work experience – that is okay. Just make sure you add any awards, projects, courses, certifications, and your degree.

This section can get your profile 8x more views.

Education



Harvard Business School
Master of Business Administration - MBA
2019 – 2021



Wharton School, University of Pennsylvania
Bachelor of Science (B.Sc.), Finance, Social Impact, French, Summa cum Laude
2008 – 2012
Activities and Societies: Beverly Virany Graduation Award (exemplary leadership within the Wharton undergraduate community) Wharton Dean's List (2008 - 2012) Beta Gamma Sigma Honors Society (top 10% of class)
Management 100 Teaching Assistant (Executive Board)
Penn International Business Volunteers (President)
Leadership in the Business World (Head Teaching Advisor and Admissions Committee Member)
Alpha Chi Omega Sorority

4. Utilize the education section to add your degree and certifications.

Now, this is a very useful section for all you recent graduates. This stands out to recruiters as education is especially important and sought after. Recruiters are more likely to get in touch with you if you fill out this section.

5. Fill in the skills section with at least 25 skills, but if you can fill in all 50 that is recommended.

You can use skills from courses you have completed, certifications, your degree, and past experience or internships you have held.

Since recruiters use keywords in their postings and when searching for a candidate this section is vital to show up in search results and when you are applying through LinkedIn.

Important skills to add: interpersonal communication skills, leadership skills, problem solving skills, and technical skills.

6. Accomplishments

By clicking at the top of your profile “Add Profile Section” you can add achievements, awards, courses, and more.

This is a great opportunity to show off your skills as a graduate.

About

STOP THE SEARCH - I get you hired.

Hello, I'm Jade, a professional & executive resume writer, career coach, and LinkedIn profile developer.

My goal is to help job seekers find their voice in this overcrowded world through intriguing, personalized content that tells their story. 🗣️

I work with all of my clients to ensure that each resume is specifically tailored to show their specialties and skills.

Finding the perfect balance between adding your personality to your job search and applying what you know the recruiters want can sometimes feel impossible.

Turns out that's what I'm good at! 🙌

I know writing is not everyone's forte. But, I'm sure everyone knows they need a resume. That's why I'm here.

You're a professional. You have a ton of experience. You know you rock! Let's make sure the recruiter knows that too.

Here's what I specialize in:

- 📌 Resume Development
- 📌 Appealing Cover Letters
- 📌 LinkedIn Profile Development
- 📌 Resume Updates
- 📌 Executive Bios
- 📌 All Branding

7. Professional Summary

It's one of the most important parts of your profile. It is a great opportunity to introduce yourself, what you are looking for, and utilize keywords recruiters are looking for in your industry.

It's easy to add your name and job description and leave it at that... But, that won't do you any favors when people visit your profile.

Instead follow this guide:

INTRODUCTION

Start by introducing yourself! Welcome the reader to your profile. Being personable is a great way to draw them in and urge them to read more.

WHAT YOU DO

Provide an explanation of what you do or want to do as a career (your goals). If you are a psychology major then why you want to do that, what you have to offer, and why a recruiter should hire you.

WHY YOU DO IT

What is your cause? Create a detailed explanation of why you do what you do. Is it your passion? Do you love helping others? Give the reader something that makes them feel like they know you and your goal a little better.

YOUR SKILLS/EXPERTISE

Specify your expertise. This way the reader knows what they can come to you with specifically if they have questions or are looking to recruit.

Example:

- Robust Interpersonal Skills
- Strategic Planning or Problem Solving
- Team Management
- Skillful Communicator and Presenter

CALL TO ACTION

Last, but not least add a call to action at the end of your summary. This could be a work number or email! Give the reader somewhere to go to learn more about you and chat.

Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Navigating LinkedIn

LinkedIn is very user friendly but learning to navigate through it still takes some time. However, most college students and graduates are now growing up with a lot of technical knowledge and will catch on pretty fast!

1. The first thing to get to know is the homepage.

In the upper right beside the search bar you will find 6 tabs. On the homepage you will see posts from your connections where you can like and engage similar to other social media platforms. There is also the option to create your own posts and add photos, links, and even surveys!

To your left you can see your profile information such as how many people have viewed your profile and posts. This is great when you are networking and expecting recruiters or other connections to view your profile.

When you scroll down you can see hashtags you may be interested in, and by following them, you will see new posts in your feed related to your interests.

2. Next is the network tab.

This allows you to accept connection requests and see connections that you may know and want to connect with.

You can also see your current connections, contacts, hashtags, and more to the left.

3. The third tab is jobs which will be especially important to you recent graduates.

Here you can search jobs in your industry and location to apply for.

You can also see at the very top jobs you have saved, applied to, and been alerted to that may be of interest to you.

You will definitely be navigating through this page often during your job search! Once you search for a job you can find jobs you are interested in a click the apply button to get started on your application.

4. The fourth tab is where you can find your messages.

There will be able to see connection and recruiter messages to you and reply back to them.

5. The notification tab.

This tab allows you to see trending posts, when someone likes or responds to your comment, engagement on your posts, new jobs in your area and more! Check It regularly.

6. Last but not least is where you can find your profile, settings, and help if you have any questions.

There is even more to LinkedIn if you click on the work section to the right of the tabs. While you will spend a majority of your time on the other tabs – checking out this area is still recommended! You can find courses, groups, common salaries in your area, and more!

Networking on LinkedIn

Statistics show that nearly 60% of your time spent looking for a job should be spent networking and LinkedIn is a great place to do it.

Networking will make you more visible online, meaning recruiters will find you when searching for candidates. But, it also means that a great online presence can make you more memorable and help you stand out from the competition.

Networking online and making valuable connections opens up new opportunities, chances to meet recruiters, and possibly referrals to different companies.

1. Start by communicating with connections you already know.

Connect with those close to you or that you have some sort of relationship with after updating your profile.

Ask friends, family, and acquaintances in your network if they know about any opportunities. Don't be shy, we all need a little guidance sometimes.

2. Use LinkedIn to meet new people and engage with others in your industry. This communication can bring new opportunities or referrals.

LinkedIn is a great way to connect with people in your community and industry for the first time. Start engaging, liking posts, and asking for advice.

Meet new people and start relationships. This is also a great way to learn about new opportunities near you.

3. Make yourself available and always be open to new opportunities.

Make sure recruiters can see you are searching for a job on LinkedIn and be open to any new events your connections tell you about. You can do this by clicking on 'Add profile section' and then 'Intro'. There you will find the option show recruiters you are looking for a new job.

4. Consider creating a post yourself.

Typically, this is the hardest part because we may ask ourselves "what should we post?" or we may think we are not very creative. But, that's okay. No one starts off on LinkedIn creating breath taking posts. We all have to start somewhere. Posting can help new people find you and it makes you appear like a knowledgeable individual in your industry. Recruiters love to see this. Don't be afraid to project your personal and professional value/knowledge.

5. Apply to jobs on LinkedIn and connect with the people at the companies that interest you.

If you are eager to apply to a certain job on LinkedIn also consider connecting with the people who work at that company. Introduce yourself, be memorable, and it may even lead to a referral.