

# LinkedIn Essentials: A Step towards Success

For more information, visit: <http://students.linkedin.com/>

## 1. COMPLETE YOUR PROFILE

- Strong Professional Summary, concise, confident about qualifications and goals
- Complete sections specific to college students
  - Majors, minors, courses, projects, honors, awards, and GPA
- Describe experiences (can be AV + Skill + Task = Result), including keywords and accomplishments
- Incorporate related/industry keywords and phrases throughout profile (everything is searchable)
- Be strategic with your section layouts – put relevant information higher on your profile
- No spelling or grammar errors

## 2. CLAIM YOUR UNIQUE URL

- When you create an account – LinkedIn gives you a generic, random link to your page
  - Example: [www.linkedin.com/pub/ndsu-stud/87/8acb/448x5](http://www.linkedin.com/pub/ndsu-stud/87/8acb/448x5)
- Follow the editing process to make your profile URL unique to you
  - Example: [www.linkedin.com/in/NDSUstudent/](http://www.linkedin.com/in/NDSUstudent/)

## 3. PARTICIPATE IN GROUPS

- Update profile regularly related to the work you are pursuing
- Collect recommendations from professionals you have worked with – the best profiles show a diversity of recommendations
- Research and join University affiliated and industry-related group

## 4. USE THE ALUMNI TOOL

- Gain insights into a career path
- Network with NDSU alumni with similar majors and skills

## 5. ACTIVELY UPDATE YOUR PROFILE

- Remember, you are responsible for what you put “out there” for people to see