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/ndsustudent/87/8acb/448x5
   - Follow the editing process to make your profile URL unique to you
     - Example: 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