

CAREER SUCCESS CENTER

USING LINKEDIN TO SEARCH FOR JOBS & INTERNSHIPS

BECOME AN EXPERT

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and posts for the top daily headlines, join Groups, and follow new industry-specific "Channels" and newsletters.

HAVE A STRONG HEADLINE

GET NOTICED!

Your profile is not the place to be shy! Write a concise but descriptive headline like "Sam Houston State University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."

TELL YOUR STORY

Your summary section is by far the best place to get your vibe across. Why do you want to be in the [FILL IN YOUR CORE SKILL OR INTEREST HERE] field? What happened that made you want to do this? What are some unconventional things that you can show off as proof that you can do it?"

INCLUDE KEYWORDS

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the Summary, Skills and Experience sections.

USE THE STUDENT PROFILE SECTIONS

Be sure to complete the profile sections designed just for students, such as Courses, Projects, Languages, Certifications, and Organizations. Keywords are good here too. Complete profiles get 40x more opportunities.

LIST ALL OF YOUR RELEVANT EXPERIENCE

Experience doesn't have to be paid or full-time to be on your profile. Your Experience section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

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BUILD YOUR NETWORK

Grow your network by sending personalized LinkedIn connection requests to everyone you know — friends, family, neighbors, teachers, colleagues, classmates, advisors, coaches, mentors and more. You can add a note to your connection request indicating why you are reaching out.

ASK YOUR NETWORK FOR HELP

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.

FIND "INS" WHERE YOU WANT TO WORK

Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's Alumni Tool to see what grads of your school are up to.

SEARCH THE STUDENT JOBS PORTAL

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.

GET "GUTSY"

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

NEED HELP WITH YOUR LINKED PROFILE?

The Career Success Center can help. Schedule an appointment with our team to either create a LinkedIn profile, or have our staff review your current profile to identify areas that can be improved. Our office also takes Professional Headshots twice a semester. Check out our website and social media for info.

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