

Tips for Engaging on LinkedIn for Students

REMEMBER THE GOAL: Your goal is to stay visible in case anyone you know is in need of the talent you possess. LinkedIn is only useful when you actually USE it.

- 1. Make sure your summary tells the story of your career path and use industry KEYWORDS.**
 - a. strengths/skills + interests + tie-in to industry = a good LinkedIn summary
 - b. Write one sentence per topic (e.g., interests), to keep your summary concise but individualized.
 - c. Keywords help your profile show up in searches.
 - d. Your Summary is kind of like your pitch where you answer the question “tell me about yourself.”
 - e. You have 2,000 characters, use them wisely.
 - f. Write in the first person and format for easy skimming with short paragraphs, white space, clear subsections.
 - g. The first two lines are key as only the first two-three lines are viewable without having to click “show more.” Use these lines to convince the reader they need to see more.
 - h. Tell your story and inject your personality and highlight what makes you different (What obstacles have you overcome? What was a defining moment in your career? Why did you choose your career?)
- 2. Follow Sam Houston State University on LinkedIn.**
 - a. Use the Alumni tool to connect with Bearkat Alumni in areas/fields you want to work in or know more about. Personalize your connection requests.
- 3. Always stay in touch.**
 - a. Use LinkedIn's notifications to see what is going on with your connections. Click on the notifications icon and you can see who has had some type of milestones. Congratulate them!
 - b. If you find an interesting article, plan to attend a relevant event or discover other news worthy of sharing, send it to people you think would benefit either within LinkedIn's messaging or via email or share in a relevant group.
- 4. Claim your LinkedIn vanity URL (Example: www.linkedin/in/SammyBearkat).**
 - a. Having a vanity URL will make it easier for people to find you in a search. It will also be useful when promoting your LinkedIn profile on business cards and other print collateral.
- 5. Ways to engage with your network on LinkedIn.**
 - a. Stay visible by updating your status regularly via sharing a relevant article or quote or event.
 - b. Consider writing and sharing your own article on LinkedIn using the built-in blogging platform. Google some tips on this!
 - c. As part of your regular routine, log in to LinkedIn once a day/couple of days and view your notifications. Send any congratulatory messages on milestones (see number 3)
 - d. View your home feed on LinkedIn and see what status updates your connections have shared. You can also like, comment or share any of the updates that are relevant to your work. This will show up in your network's news feed and possibly draw attention to your profile.
- 6. Seek out recommendations from people who know you and your work ethic.**
 - a. Be strategic. Ask supervisors, instructors, faculty who know you and so on.
- 7. Follow companies and groups of interest.**
 - a. It is best to network with people inside companies you are interested in before a job is posted.
 - b. If you see a job posting first, go to the company's LinkedIn page and look for any connections. Network with those connections via personalized message.
- 8. Track your profile views**
 - a. If number is low, it is time to take active steps to boost visibility by ENGAGING
- 9. Make sure your profile is complete** as this increases chances of showing up in others' feeds.

