LinkedIn Tips

http://careersuccess.msu.edu/phdcareers/search/interviewing

For Private, Public, and Non-Profit Sector Careers
LinkedIn is an important online platform in which students can market their skills, interests and goals to a large audience.

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To expand and improve your professional network.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus:</td>
<td>Making connections with people who have similar interests and goals; maintaining relationships.</td>
</tr>
<tr>
<td>What it is:</td>
<td>LinkedIn is a business networking website for people in professional occupations.</td>
</tr>
<tr>
<td>Essentials:</td>
<td>Educational history, awards, publications, skills, work experience, professional summary statement, weekly status updates, informative profile headline, professional picture.</td>
</tr>
<tr>
<td>What to Avoid:</td>
<td>Unprofessional or absent profile pictures, non-customized URLs, incomplete or out of date information (summary, education, work, etc), not following companies</td>
</tr>
<tr>
<td>Things to Remember:</td>
<td>LinkedIn is a useful tool for job seekers and employers. It is not, however, able to connect to employers for you. LinkedIn is a tool that gives you resources</td>
</tr>
</tbody>
</table>

How to be Successful on LinkedIn

- Use a professional photo
- Personalize your LinkedIn URL (link to instructions is on the back of this sheet)
- Share updates with your connections
- Utilize the “Experience” Description Area
- List your additional education
- Write a summary
- Consistently update your profile
- Add videos and multimedia content
- Use MSU University page to find alumni for informational interviews
- Tailor your LinkedIn profile to the audience you want to attract
- Complete your profile, don’t leave sections out (unless they are irrelevant)
- Join groups & follow companies & organizations
- Keep your experience, skill sets, and summary up-to-date
- Join groups and use private messaging feature with group members, even when you're not connected (link to instructions is on the back of this sheet)
- Always send personalized requests to connect (avoid using LinkedIn's "I'd like to add you to my professional network" invitation)

*See the back of this sheet for resources to help you network successfully*
LinkedIn Resources

- Instructions For Personalizing Your URL
  - http://linkd.in/1qwtxraG

- Instructions for Private Messaging Feature With Group Members
  - http://linkd.in/1oMLkxI

- 20 Tips to Becoming Successful on LinkedIn
  - http://linkedintobusiness.com/linkedintipstricks/

- PhD Career Services & Graduate Career Services Social Media Site
  - http://careersuccess.msu.edu/node/1545

- 9 Reasons Why You Must Update Your LinkedIn Profile Today
  - http://onforb.es/1cXhFgr

- How To Use LinkedIn Powerfully: 10 Tips to Know
  - http://bit.ly/1cEXaHb

- Networking Rules For Job-Seekers: The Good, The Bad & The Almost Perfect
  - http://linkd.in/IZsMNc

- 11 Ways To Use LinkedIn Effectively

- Michigan State University LinkedIn Page
  - http://www.linkedin.com/edu/michigan-state-university-18613

- MSU Alumni Association LinkedIn Page
  - http://www.linkedin.com/groups/MSU-Alumni-Association-2854/about

- SpartanLinks Page
  - http://linkd.in/N6UKry

- The Stealth Job Search: How to Job Hunt Privately on LinkedIn
  - http://linkd.in/1oMJwoA

- LinkedIn Tips For Scientists (Nature Jobs Blog)

- Finding A Job Using Social Media: LinkedIn (Columbia University)
  - http://bit.ly/1g9IEoP

If you have any questions, please contact the PhD Career Services Office at 517-884-1344 or go to careersuccess.msu.edu/phdcareers/prepare/advising to schedule an appointment with one of our advisors.