



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.

Goal: To expand and improve your professional network.
Focus: Making connections with people who have similar interests and goals; maintaining relationships.
What it is: LinkedIn is a business networking website for people in professional occupations.
Essentials: Educational history, awards, publications, skills, work experience, professional summary statement, weekly status updates, informative profile headline, professional picture.
What to Avoid: unprofessional or absent profile pictures, non-customized URLs, incomplete or out of date information (summary, education, work, etc), not following companies
Things to Remember: 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

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/1qwxraG>
- **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**
 - <http://bit.ly/Omt1Ek>
- **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)**
 - <http://bit.ly/O2jsKW>
- **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.