



LinkedIn Profile Strategies

BUILD A GREAT LINKEDIN PROFILE

LinkedIn claims to be “the world's largest professional network with more than 1 billion members in more than 200 countries and territories worldwide” Profiles that are 100% complete are 40x more likely to receive opportunities through LinkedIn. You have more space than on a resume so don't forget summer jobs, paid and unpaid internships as well as volunteer and leadership roles.

- **Customize LinkedIn URL.** Set your LinkedIn profile to “public” and create a unique URL. This may be included on your resume.
- **Upload professional photo.** This high quality image should be of you alone and in attire that aligns you with field of interest. Your face should take up about 60% of the image.
- **Align headline with career goals.** The default headline is your most recent title. Replace with statement or keywords relevant to your field of interest that are likely to be searched.
- **Update contact information.** Include a professional email address. Do not include physical address or phone number.
- **Show off your education.** Include major(s) and minor(s), study abroad, etc.. Share your GPA, honors and awards. Remove high school after second year unless incredibly relevant.
- **Develop a professional summary.** Your summary statement describes your qualifications and goals in a bulleted format. It should be keyword rich to align yourself with your field of interest. You may even list specialties after the bullets.
- **Fill “Skills & Expertise” with keywords.** View job descriptions, O*Net and profiles of people who have the kinds of roles you seek to identify relevant keywords.
- **Share your work.** Attach writing samples, design work, presentations, etc. Unlike your resume, you get to tell AND show your successes on your LinkedIn profile.
- **Update your status.** Post regularly, mentioning projects, books/articles you're reading or events you're attending.
- **Connect.** Follow UT Martin and join industry groups, volunteer organizations and professional associations of interest.
- **Collect diverse recommendations.** Strive to have at least one recommendation for each position. Recommendations from people who have directly managed you are most significant.
- **Edit.** There should be NO grammatical or spelling errors.

LINKEDIN RESOURCES

- [linkedin.com/school/the-university-of-tennessee-at-martin:](https://www.linkedin.com/school/the-university-of-tennessee-at-martin/) Identify alumni by location, employer, etc.
- [Linkedin.com/jobs:](https://www.linkedin.com/jobs/) Search for jobs and set preferences
- [Linkedin.com/students:](https://www.linkedin.com/students/) View additional LinkedIn tips

NETWORKING THROUGH LINKEDIN

After your profile is complete, send personalized connection requests to your network: friends, family, neighbors, faculty members, advisors, classmates, supervisors, etc. Then, ask for job search help and ask questions like these:

- What advice do you have as I pursue a job in xyz industry?
- Do you know anyone in my field of interest and would you feel comfortable connecting us?
- Could I meet with you to talk about your day-to-day activities?

Join groups to learn industry lingo. Also, answering questions builds credibility. Follow industry channels as well.

LINKEDIN COMMUNICATION TIPS

- **Be authentic.** Communicate the same way you would in professional interactions. Do not be overly formal or change your style – be real, be you, but be professional. Avoid clichés.
- **Customize your connection requests.** People are more likely to respond to a personalized message over generic. Remind them where you met/explain why you want to connect.
- **Be responsive.** Reply within a few days to connection requests, personal messages or comments on group discussions you post.
- **Research before reaching out.** Review profiles before contacting on LinkedIn. The connection is stronger if you highlight what you have in common and want to discuss.
- **Target and personalize.** People are more likely to respond to personalized messages. Use a status update for mass updates.
- **Be careful with introductions.** If you are asked to introduce someone, remember that your reputation is on the line. You should know the connection well; it's okay to politely refuse.
- **Keep it short and sweet.** In today's busy world, no one wants to read long, dense paragraphs. Keep summary, messages, discussion postings, and recommendations clear and to the point. Bulleted lists should include five or fewer bullets.
- **Proofread.** Everything you post on LinkedIn can be seen by a wide audience (even private messages could be forwarded or saved). Double-check spelling, grammar, style and tone.
- **Give more than you take.** In addition to updating your own status and asking for help or connections, comment on other people's updates, send a job listing and help with requests.
- **Always say thank you.** When people answer a question you post, provide an introduction, suggest a job or otherwise help you, send them thank you messages.

Follow up online networking with phone calls, attending events and mailing notes to people with whom you interact.



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