

Online Networking: LinkedIn

Coastal Carolina University
Career Services Center



- 1. Create a Professional LinkedIn Profile** – *use your LinkedIn profile as an online resume and portfolio*
 - Craft an informative profile headline. Think of the headline as a slogan for your professional brand such as “Recent honors grad seeking marketing position.”
 - Emphasize your education including your major and minor, honors and awards, and campus involvement.
 - Demonstrate your skills and qualifications by highlighting your professional experience including internships, part-time jobs, volunteer work, and research experience.
 - To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname).
 - Share your work by attaching examples of your writing, design work, or other accomplishments.
- 2. Build a Network** – *make connections with professionals in your field of interest*
 - The best networks begin with those you know and then grow based on personal referrals. Start building your LinkedIn network by connecting previous employers, professors, peers, and family.
 - Start expanding your professional network by joining LinkedIn groups. Start with groups related to your university alumni group, professional associations, and industries you want to join.
- 3. Get Involved** – *being active in the online community will help build your professional image*
 - Update you status weekly with professional news such as links to articles relevant to your field, announcements about events you are attending, professional books you are reading, etc.
 - Join group discussions – every discussion in which you comment is an opportunity to market yourself.
- 4. Conduct Employer Research** – *LinkedIn has over 150,000 Company pages*
 - Check out the LinkedIn Company Page of any organization where you would like to work and click “Follow company.” Each page provides a wealth of information about an organization’s operations, employees, locations, available jobs, etc.
 - Research new companies by using LinkedIn’s Advanced Search – type in keywords such as “marketing” or “Charlotte” to find profiles of people whose careers contain that keyword. This is a great way to explore potential career paths and learn about companies or job titles.
 - Before a career fair, information interview, or job interview, use LinkedIn to learn about the background and interests of the people you are scheduled to meet. Access Company pages and research the employers to discover connections that you may have in common.
- 5. Expand Beyond the Online Community**
 - While LinkedIn is a great place to start building your professional network, it should supplement not replace traditional networking. Set up phone calls, attend live events, and mail notes to people you interact with on LinkedIn.



*Check out more tips from LinkedIn at learn.linkedin.com/students