STUDENT LINKEDIN GUIDE

Science, Environment & Health Sciences Co-operative Education Program

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Additional Resources:
What is LinkedIn: http://www.youtube.com/watch?v=ZV1UwwgOfKw
LinkedIn: 9 minutes can change everything: http://www.youtube.com/watch?v=NTBkSwobbac
LinkedIn Grad Guide: http://www.youtube.com/watch?v=Ocp1MNpSkWs
How to Build a Professional Student LinkedIn Profile

Think of your LinkedIn profile as an interactive business card. It is a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers.

1. **Craft an informative profile headline**
   - Your profile headline is the slogan for your professional brand (Recent grad seeking research position)
   - Check out the profiles of people you admire for ideas and inspiration

2. **Display an appropriate photo**
   - Select a professional looking, high-quality headshot of yourself

3. **Show off your education**
   Be sure to include information about:
   - All institutions you have attended, major and minor (if you have one), highlights of your activities, study abroad programs and Summer institutes, and strong GPA as well as any honors or awards you have won

4. **Develop a professional summary statement**
   - Your summary statement should be concise and confident about your goals and qualifications
   - Include a brief description of relevant internships, volunteer work, and extracurricular activities
   - Present it in short blocks of text or bullet points for easy reading, and write in first or third person

5. **Fill your “Specialties” section with keywords**
   - Include key words and phrases that the industry uses or a hiring manager might type
   - Find professionals with the position you want or are curious about and then look at the keywords they used

6. **Update your status regularly**
   - Tell people about events you are attending, major projects you have completed, professional books you are reading, any other news that you would tell someone at a networking reception, on a quick catch-up phone call, or a value added article and video

7. **Show your connectedness with LinkedIn Group badges**
   - Join groups and display the group badges on your profile to show your desire to connect to professionals
   - Start by joining Simon Fraser University’s Co-operative Education LinkedIn group and larger industry groups related to your desired career

8. **Collect diverse recommendations**
   - Recommendations are like written references right on your profile page!
   - Collect third-party endorsements and aspire to have at least one recommendation for each position held
   - Solicit recommendations from professors, and colleagues, employers, and professional mentors

9. **Claim your unique LinkedIn URL**
   - Set your LinkedIn profile to public and manage the amount of information shared online
   - Claim a unique URL for your profile (i.e. www.linkedin.com/yourname)

10. **Share your work**
    - Add examples of your writing, design work, or other accomplishments by displaying URLs or adding “LinkedIn Applications”
    - Direct people to your website, blog, or Twitter feed
    - Share a PowerPoint or store a downloadable version of your resume with applications
How to Network Professionally Online

“Success is not just about what you know; it is about who you know.”

1. 100% complete = 100% more likely to get noticed
   - Your LinkedIn profile is your online business card, your resume, and your letters of recommendation all in one
   - Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn

2. You are more experienced than you think
   - Think broadly about all the experience you have, including summer jobs, internships, volunteer work, and student organizations

3. Use your email inbox
   - The best networks begin with those you know and trust, and then grow based on personal referrals
   - Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the “real world”

4. Get personal
   - Customize your connection requests with a friendly note
   - Remind professionals where you met or what organization you have in common
   - Write a brief introduction of who you are and why you would like to connect

5. Join the “in” crowd
   - Join LinkedIn Groups
   - Start with your university group, find volunteer organizations or professional associations
   - Comment on discussions, find exclusive job listings, and meet people

6. Lend a (virtual) hand
   - Think about what you can do to support other people
   - Comment on a classmate’s status update, forward a job listing that fits the criteria of a friend, or write a recommendation for a summer job colleague

7. Update your status #early and #often
   - Networking is about who knows you
   - Update your LinkedIn status at least once a week

8. Question (and answer) everything
   - Seek advice through “LinkedIn’s Answers” feature
   - Participate in discussions

9. Do your homework
   - Use LinkedIn to learn about the background and interests of the people you are scheduled to meet
   - Access “Company Pages” to research organizations and their employees, and use “Advanced Search” to find things you have in common with people you are meeting

10. Now step away from the computer...
    - Support your online networking with real human contact
    - Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn
    - Remember that online methods should supplement in-person relationship-building
Q&A: LinkedIn Etiquette Guide for Students & Recent Grads

Q: How often should I check LinkedIn?

A: Ideally every day. What is most important is that you maintain a consistent presence and respond to messages and connection requests in a timely fashion.

Q: How do I make sure my LinkedIn profile is professional?

A: Be totally truthful and post a photo that is professionally appropriate. Finally, write up your experience and credentials as you would present them on a resume or cover letter. Proper grammar, spelling and proofreading are essential.

Q: What is the best way to request to connect with someone?

A: It is essential to customize your requests. You will get a better response rate if you write a brief, personalized, polite note to each potential connection reminding them how you met (if necessary) and explaining why you are interested in connecting.

Q: How do I ask for an introduction?

A: Write a note to your mutual connection and then a separate note to the person you want to meet. In both cases, draft a compelling subject line and a short note that introduces you and explains why you hope to connect. LinkedIn’s “Get introduced” feature helps facilitate this process.

Q: What should I do if someone does not respond to my connection request or message?

A: If you have not heard from a potential connection in over a month, it is okay to send that person an email to say that you have reached out and would like to connect. If that does not work, it is best to move on to people who are more interested or responsive.

Q: How many groups should I join?

A: The number of groups you belong to on LinkedIn should reflect approximately the number of professional affiliations you have (or want to have) in real life. For instance, if you attend college, are an accounting major and love social media, it would be great to join your alumni group, an accounting group or two and a social media group or two. To get the most benefit from group participation, quality trumps quantity.

Q: What is the most polite way to ask someone to write a recommendation for me?

A: You want to request recommendations from people who really know you and your work, such as former bosses or professors. Customize each “Recommendation Request” with a polite, gracious and personalized note, and provide a few words outlining the accomplishments or qualities this person might mention about you. And always thank the person for writing the recommendation.

Q: What is appropriate to write in my LinkedIn status updates?

A: Best status updates are snippets from a networking conversation: quick notes about events you are attending, accomplishments you are proud of, articles or books you have read and professional announcements like a new position.