

# LINKEDIN 101

LinkedIn is a crucial part of your digital professional presence. Below, you'll find tips and tricks to make your profile stand out from the crowd.



## Photo

- Your photo is the first thing a person sees when viewing your profile. It should be recent and professional. Don't use a cropped group shot – the floating shoulders are not appropriate. If you don't have a professional portrait, the Dean's Office offers them free through the Gator Career Closet in Peabody Hall. Appointments can be made online through the Dean of Student's Office.



## Introduction

- Your summary gives a very brief description of who you are and is almost like a written elevator pitch. Here's an example:
- "I am a second year student at the University of Florida pursuing a major in Finance. Through my involvement and leadership roles at UF, I've found that I thrive in fast-paced environments that challenge me to think differently. I am passionate about making a positive impact in people's lives, whether it is through mentorship, student organizations, or my work. I hope to combine my quantitative and analytical background with my passion for thought-provoking projects and to help others through a career in management consulting."



## Experience

- This section is the digital version of your resume, and should include all of your professional experience (unlike your tailored resume). Choose pertinent information to share, as recruiters and other professionals will read this and may contact you for internship or job opportunities!



## Education

- Include your university and majors/degree programs. Do not include high school experience. If you have transferred from another school, you should include that information here. After you graduate, this school can be removed.



## Volunteer Experience

- This should be recent volunteer experience. Anything from high school should be removed by the beginning of your second year of college. For professionals, experience should only be from the most recent two years, unless it is of great significance to you.



## Skills and Endorsements

- Choose skills that are relevant to your professional career. For example, if you are a marketing major, it makes sense to include Facebook as a skill. If you are studying finance, this dilutes your profile. Recruiters often search LinkedIn based on skill type, so be sure yours aligns with your career goals.



## Recommendations

- You should look for professional colleagues who can speak to your work ethic, performance, and demeanor. Supervisor recommendations are preferable to those from your peers. Fewer high quality recommendations will go further than many lower quality recommendations.



## Accomplishments

- Awards and honors should go here, of course! This is also the place to include high-level, major-specific courses and professional certifications. You can add national organizations that you belong to, as well as any additional languages that you speak.



## Interests

- This area is a key component to networking on LinkedIn. You should join groups that are relevant to your career goals, and follow companies and influencers that interest you. This will fill your home page with industry-specific news, as well as connect you with others who share your professional interests and goals.

# SOCIAL MEDIA BLUNDERS

## *Recruiters tell all*



### LinkedIn

- “LinkedIn is my primary tool for sourcing candidates. It’s the easiest way to find passive job seekers who may not have seen our job postings, but whose backgrounds are a great match for our company.”
- “I seriously question a candidate when I try to find them on LinkedIn and can’t. In this age of digital everything, I’m going to assume a candidate is irrelevant if they don’t at least have a basic profile set up.”
- “I use LinkedIn to watch a potential candidate’s use and engagement habits over time. Sometimes I have a job I need to fill now, but other times, I know I will have a job to fill in another year and want to watch a candidate so I get a sense of who they are through their posts. If I don’t see their profile being updated with new experiences or see them posting or engaging with others, I question their interest and commitment to the industry.”



### Facebook Twitter, Instagram – it’s all fair game

- “If it’s on social media and it’s public, then I can use it to judge your character for a position. It’s that simple.”
- “We were down to two candidates for a position and to decide between the two, we looked at their social media pages and gave the offer to the candidate with the more conservative site. The other candidate seemed immature and we thought about how she would represent our company when she was not sitting behind her computer crunching numbers.”
- “While doing my usual social media check before sending candidates to the hiring managers, I came across a student who liked to go on long political rants filled with expletives. The posts were frequent, and she responded aggressively to anyone who disagreed with her in the comments. Soon after, she received the automated ‘no, thank you’ response to the job posting.”



### “If you want to study, go to the library..”

- “I was on campus one summer preparing for my recruiting season. As part of the on-campus session, a group of students presented on social media. During the session, I looked up the presenters’ social media pages to see if they were acceptable. Lo and behold, they were not. To quote one gentleman’s Twitter feed from one week prior to the presentation, “If you want to study, go to the library; if you want to [insert R rated activity here], go to college.” Needless to say, I shared that with the other recruiters at my table. You can imagine the impression that left.”



### Keep your side gigs on the side

- “I was interviewing a candidate for a consulting role in which she’d be client-facing everyday. She aced her interview, and the entire hiring team was excited about presenting her with an offer. On a whim, while waiting for her offer approval, I checked out her Facebook page. Let’s just say she’d done some modeling with very minimal clothing, and had left these photos public on her page. I canceled her offer approval immediately - this was the last impression I’d want our clients to have of our consultants. We quickly began interviewing new candidates, and were sure to check their social media presence thoroughly before we interviewed them.”



### Just make your accounts private

- “I once hired a social media intern who was primarily responsible for generating content for our Facebook and Twitter accounts. While checking through his work one day, his personal Twitter account popped up as a suggested follow, so I clicked through to find his profile was public. Not only was he tweeting negative things about his fellow interns, but he was also sharing private company information. You can safely assume his internship was cut short, and he was not offered a full-time position post graduation.”