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Building Your LinkedIn Profile

How to Build a Strong LinkedIn Profile
Building Your LinkedIn Profile

LinkedIn is a virtual social media platform that allows you to connect and network with worldwide professionals and recruiters.

Photo

- Use a high quality photo looks professional
  - Do not use any cropped photos or selfies
- Schedule an appointment at the Career Connections Center to have a professional headshot taken

Summary & Headline

**In your Summary section, you should:**

- Include foundational human skills and technical skills that are needed for your field
- Show your personality and you as a professional (value add/what makes you different/your brand)
- Remember to include keywords
- Search for the best practices in your industry and what others are doing, and be inspired by that research when writing your own summary
- Quantify your experiences to show productivity and results (how often, how much, percentages, size, amount, etc.)

**Option 1: Past, Present, Future Model**

- **Past** - What was the "aha" moment that got you interested in your field?
- **Present** - What current skills, experiences and personal attributes have prepared you for your field?
- **Future** - What you are you seeking? What are your professional goals?

**Option 2: Tell a short story with a call to action**

LinkedIn is a virtual social media platform that allows you to connect and network with worldwide professionals and recruiters.
Education

- Include university (University of Florida), degree, field of study, the year that you started and the year you will graduate, main activities and societies from your involvement experience.
- You can display educational work in this section or consider creating a separate projects section.

Experience

- Expand on your work/involvement/leadership experience sections from your resume.
- Expand on your work/involvement/leadership experience sections from your resume.
- Elaborate and go deeper when describing your experiences on LinkedIn.
- Include job/leadership title, company/organization name, key accomplishments, and dates worked/participated.
- If you held a leadership position, be specific about what your responsibilities were and how they affected your organization.
- Include 2 or more detailed bullet points about what you did/your impact on the company/organization (need to make in Word and copy and paste into LinkedIn).
- Quantify when possible (use numbers to highlight your accomplishments).
- If you have volunteer experience, you can also add that under the “volunteer experience” section.
- If using bullet points, they should include action verb + how/what you did + results.
- Focus on transferable skills in your industry.
- Find transferable skills using task from job titles you searched on O*Net Online.

Note: LinkedIn will automatically sort your experiences by latest (at the top) to earliest (at the bottom) experience.
Other Sections to Consider

- Volunteering
- Projects (courses, organizations, or independent)
- Recommendations
- Study Abroad
- Skills and Endorsements
- Interests
- Courses
- Honors and Awards
- Languages
- Organizations/Companies
- Groups
- Alumni Associations

LinkedIn Profile URL

- Log in to your LinkedIn profile
- Click on LinkedIn profile
- On the top right-hand side, there will be an "Edit public profile & URL" section
- Click the pencil icon
- Edit the URL to be only your name or similar to your email (this creates a consistent professional brand)

Visibility Settings

- Set Your Profile to “Open to Work”; This helps recruiters recognize that you are interested in new opportunities
- Add sample job titles, workplaces, job locations, start date, and job types
- Select if you want only recruiters to see this information or all LinkedIn users
- Ensure you save your settings update by clicking the save button
LinkedIn Jobs & Internships

How to Search & Apply for Jobs/Internships
Searching & Applying for Jobs & Internships

- Go to the search bar and search for a preferred role (ex. Software engineer internship, account manager, public policy internship, etc.)
- Make sure to include keywords such as "internship"
- Then click the job icon on the top to get job/internship postings

- Filters:
  - When the results appear, click on all filters
  - Set the filters to match the opportunities you are searching for
  - Do not forget to filter by location if it is applicable to you
- Understand and research your reasonable salary and location preferences
  - To receive notifications when new jobs are released with the title you searched, click the "set alert" toggle to "on"
- If you want to save a job to apply to later, click the ribbon icon next to the “Save” button

Helpful items on the jobs tab:

- Recommended jobs based on jobs you have already applied to and your listed experience/skills
- An interview prep tab which has common interview questions (you will need a premium account to access all the questions)
- Another way to find jobs/internships is by connecting directly to recruiters and employees in target organizations

Privately Express Interest in a Company

- Search for the company/organization of interest
- Click on the company’s LinkedIn profile
- Click the about section
- Click on the “I’m Interested” button
- Clicking the “I’m interested” button allows recruiters at that company/organization to know you are interested in working there
LinkedIn Communications:
Alumni Tool & How to Grow Your Network
**How To Connect**
- Always send a note with your connection request. This greatly increases your chances of a successful connection.
- Your note should be personal and meaningful, yet short
- Remember to use a friendly and professional tone
- Thank the person for taking the time to talk to you (if applicable)
- Be concise with your word choice
- Keep language formal, but easy to understand

**What to Say in Connection Messages**
- Start with introducing yourself and share a point of connection (i.e. UF alumni; same industry; if you have talked to the recruiter before, mention what you talked about)
- Give a call to action for what you’re looking for (i.e. I am hoping to to speak to you about...; questions regarding x, y, z)
- Ensure you are time and calendar courteous to make it easier on a recruiter or individual to be able to respond
- Thank them for connecting/time/opportunity
- Add a sign-off such as "Sincerely" or "Best," followed by your name just like you would in a professional email

**Example Messages**

```
“My name is _____________ and I am a __________ at the University of Florida studying ___________. I very much enjoyed _____________.

_____________”

“I’m reaching out because I see you’ve been working in __________ for ______ years, and I am looking to learn more about your career and the industry you are currently working in. I am currently exploring my options and would appreciate your perspective and any information you are willing to share. Thank you.”
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**LinkedIn Alumni Tool**
- Search "University of Florida"
- Click "University of Florida," then click the "Alumni" Tab
- Then search keywords relevant to your work including organizations they work for, job titles, etc.
- Once you populate a search, it displays the UF alumni that meet that criteria or have those keywords in their profile
- You can use this to connect and network with specific alumni
LinkedIn Learning & Certifications
LinkedIn Learning

- UF gives students the opportunity to earn some certifications from LinkedIn Learning for free. This resource is a great experiential learning opportunity for students to learn outside the classroom and upskill.
- You can find this link by searching “LinkedIn Learning UF”
  - https://elearning.ufl.edu/supported-services/linkedin-learning/
- Create/Sign in with your LinkedIn Account
- On the screen that says “Continue to the University of Florida LinkedIn Learning Account” click the blue box that says “Continue to the University of Florida”
- Login with your UF credentials

How to Complete Certifications

- Select the browse button in the top left corner of the screen
- Select the Certifications button
- From there, you can click on either professional certifications and/or certification preparation and save the topics that interest you

Adding LinkedIn Learning & Certifications to Your Profile

- Upon completion of a course, a “congratulations” screen will appear
- Click “Add to Profile”
- The check box next to “Add to LinkedIn profile under Licenses and Certifications”
- Option to check box next to “Share with Network”

Already Completed Certifications

- Open LinkedIn Learning
- Click the “Me” drop-down menu under your profile picture in the top right corner
- Click “My Library”
- Click “Learning History”
- Choose the course and add it to your profile