LinkedIn Powtoon

Step 1 Create a Profile that Stands Out!
Your profile is a way to promote yourself.
Make sure you have your name, current position/school, and a professional looking photo.

Make Your Profile Stand Out to Recruiters:
- Add a headline and summary (what do you do well? What problems do you solve?)
- Use keywords in your experience section that you see in job applications
- Skills (which are most endorsed)
- Volunteer work (how does this relate to your mission and goals?)
- Recommendations
- Include interests that relate to your field

Step 2 Track your contacts!
“What should be the first thing you do when you receive a business card? Connect with them on LinkedIn, WITH a note detailing how you met! This way you can keep track of all the people you have met at info sessions, the career fair, and interviews.

Step 3 Update your experiences as you build them!
“Once a semester, consider who you’ve met, experiences you’ve had, and skills that you’ve built.”
Ex. Project Team
Add this as experience. Also add the skills you built while on the project team.

Step 4 Get Introduced!
Use your 2nd degree connections to your advantage. If you have a 2nd degree connection that works at your dream organization, ask your 1st degree connection to introduce you.

Most people are happy to speak with someone if there is a clearly stated reason.

Step 5 Research Career Possibilities
- Find Alumni (search by location, field, major, skills)
- Review company pages (what do new hires have in common, where have employees previously worked)
- View individual profiles

Don’t forget to keep your profile active and up-to-date!