LinkedIn: How to be an “All-Star”

10 Rules for Using LinkedIn (*Source: LinkedIn.com)

1. Your profile should contain a professional photo.
2. Use the headline space effectively—include your area of interest or study.
3. Create a summary that will stand out—use keywords that relate to your industry of interest and include general information on the type of positions you are seeking.
4. Include all relevant experience—leadership, volunteer experiences, internships, and shadowing opportunities.
5. Get recommended! Ask for recommendations from professors and supervisors.
6. LinkedIn is similar to a professional Facebook—keep your LinkedIn professional, rather than social.
7. Use the “People You May Know” function on the right-hand side of the page to connect with others who are similar to you or share connections with you.
8. When sending a request to connect with someone, include a personalized note instead of the generic, “I’d like to add you to my professional network on LinkedIn.”
9. Utilize bullet points under each position description to make it easier for viewers to skim your responsibilities.
10. Create an honors and awards section and provide a short description of each achievement.

LinkedIn To-Do Items:

- Join Groups:
  - Click on “Interests” and then “Groups”
  - On the right-hand side of the page, click “Find a Group”
  - In the search box, type in a keyword related to a group you are interested in joining. For example, type in “Blue Hen Career Network” or “University of Delaware Alumni Network”

- Search for employers in the University of Delaware network:
  - Click on “Interests” and then “Education”
  - Click “See your School”
    - Click “Notables” to see established University of Delaware alumni, such as CEO’s, company presidents, and other industry leaders.
    - Click “Students and Alumni” to see where they live, work, and their industry. Utilize this tool to network and reach out to alumni in your field of interest.

- Post relevant status updates:
  - On your homepage, you can post a link to a professional website or portfolio to market yourself.
  - Share professional information related to starting a new internship or beginning the job search.

- Use the LinkedIn for Students page
  - You can find articles and videos on this page to help you in optimizing your profile and LinkedIn experience.