Building a Great Student Profile
Showcase your experience and interests.

1. Craft an informative profile headline
Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Pick an appropriate photo
LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

3. Show off your education
Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

4. Develop a professional summary
Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

5. Fill “Specialties” with keywords
“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly
A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness with badges
Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations
The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL
To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

10. Share your work
A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.
Top 10 Online Job Hunting Tips
Here's how LinkedIn can help you find and attract the best opportunities.

1. Make time
Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.

2. Get noticed
What better way to impress a recruiter than to have a professional networking profile be the first search result for your name? Completing your LinkedIn profile to 100% will increase your search ranking and give employers a good impression.

3. Be keyword savvy
Make sure your profile is full of keywords that will attract a recruiter’s attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job- and industry-specific words, include leadership terms (captain, president) and action words (managed, designed.)

4. Reach out
Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, internship colleagues and others. Once you’re connected, send each person a friendly message on LinkedIn, asking if they would keep an eye out for the particular kind of job or jobs you’re seeking, or if they can introduce you to other helpful contacts.

5. Spread the word
To build your credibility and stay on people’s radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you’re attending and good career news.

6. Get into groups
Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a “Jobs” tab.

7. Search high and low
LinkedIn’s job postings don’t just tell you who is hiring, they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

8. Follow companies
When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you’d like to work and click “Follow company.” That organizations activities (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

9. Persist (without pestering)
Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

10. Use the LinkedIn Student Jobs Portal
You can access entry-level jobs and internships at some of the best companies worldwide at our student and recent grad job portal. http://linkedin.com/studentjobs